



WORLD STRATEGICPARTNERS



Newsletter Second Edition, 2001

We would like to keep you regularly informed of World Strategic Partners' activities, provide information on latest international healthcare marketplace trends and keys to workforce productivity.

An international health industry network aligned with international healthcare organizations and thought leaders.

Mission

World Strategic Partners empower and influence health and policy leaders to be more successful by providing access to the network, collaborative international healthcare initiatives, and a forum for high quality knowledge exchange, learning and innovative thinking. We enable our clientele to be successful by bringing the best knowledge into the strategic thinking.

Vision

We shall become a premiere provider of health industry knowledge and expertise with a reputation for high quality, best value and personal service to our clientele. We shall be known by all major health industry organizations in our prime market segments and shall be the first choice of service.

Services

Executive workshops, strategy development and operational design of health industry organizations.

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Dear Colleagues,

[Thank You for moving our agenda forward!](#)

We would like to thank each of you that have participated as members to the Club of Geneva in the ***Second Annual Global Symposium on Business and Mental Energy at Work!***

We appreciate to benefit from each of your areas of expertise, which contributed greatly to the success of the Global Symposium. The overall Global Symposium format evaluation indicates that the program was relevant and action oriented with examples of practical tools, and the speakers were thought provoking, informative and many enjoyed the presentations. We thank our faculty members that delivered outstanding presentations! The next program will include more interactive discussion groups and poster sessions as we have received valuable feedback on the important networking opportunities created at this year's Symposium.

We also acknowledge the collaboration of Business & Health Magazine and the technical assistance provided by the International Organization (ILO) together with the support of the members of the Global Workforce Partnership in presenting this year's annual Global Symposium. With the support of our partners, we delivered an important international platform for dialogue with valuable resource of information to governments, employers and employee sectors worldwide.

As we continue to come together for strategies in addressing the Global Symposium's vision that "**An individual's well-being is essential to the organization's own well-being**", our unified, focused efforts clearly is needed now much more than ever. At the Strategic White Paper meeting, all together, we established the role of the "Club of Geneva" as an international not-for-profit organization to effectively support our movement on improved mental energy in the workplace, identified high priority collaborative initiatives to contribute high level of knowledge and combined resources in pursuit of our journey for change.

We were highly encouraged to advance the operations of the Club of Geneva and develop a website, www.clubofgeneva.org that will enable all of us to refer to helpful resources and exchange information on our activities. Eventually, all Club of Geneva information will be moved to this site. Meanwhile, by **Friday, December 7, 2001**, updated information on the 2001 Global Symposium results, Club of Geneva membership roster and downloadable presentations will be made available at www.wspartners.com. Please add this to your favorites as a continued resource to keep you informed of our progress. To meet requirements, the **Third Annual Global Symposium** is tentatively scheduled in the **Spring, 2003**. In addition, we are providing this newsletter to summarize our collaborative international activities endorsed in Geneva, Switzerland. Through this, we also hope to inform some leaders that planned to join the Global Symposium, but unable to do so due to restrictions.

We sincerely hope that each of you together with your colleagues will actively participate in the Club of Geneva and at the next annual Global Symposium as we continue to seek out innovative solutions to business and mental energy at work.

Best regards and again, thank you!

Majella Uzan
President, World Strategic Partners

Einar Stokke
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Presented by World Strategic Partners and the Global Workforce Partnership with technical assistance from the International Labour Organization in cooperation with Business & Health Magazine.



Through the support of the members of the **Global Workforce Partnership** in presenting the Second Annual Global Symposium, we were able to provide an international platform for dialogue on mental wellbeing at the workplace.

We gratefully acknowledge their valued support and participation to the Global Workforce Partnership:



We also acknowledge the commitment of the **Employer Charter members** that have come together in support of the vision of the Global Symposium on Business and Mental Energy at Work. The Employer Charter members are:



Global Symposium Online Information

An updated www.wspartners.com website will be available by **Friday, December 7, 2001** to review the 2001 Global Symposium program, Chair and Faculty roster, 2001 Club of Geneva membership roster, downloadable presentations, newsletter, press release and pictures. Learn more about the Global Workforce Partnership, Employer Charter membership, and the Club of Geneva membership. For future updates and progress of activities, please add www.wspartners.com to your favorite links.

Coming Together for Strategies

"An individual's wellbeing is essential to the organization's own well-being".

2nd Annual Global Symposium on Business and Mental Energy at Work

More than 90 leaders from America, North America, Europe, Asia and Latin America gathered in Geneva, Switzerland last October 25-26, 2001 representing a high level of competence and expertise including multinational employers, governments, insurances, academics, researchers, providers, international agencies, NGOs, and professional associations. The Global Symposium established "The Club of Geneva", with all present as members, as a not-for-profit organization to support the movement on improved mental energy in the workplace. A strategic white paper was held at the Global Symposium that outlined the Club of Geneva high priority initiatives.

The Global Symposium was designed with a strategic planning format comprised of four components: Visions, Where do we stand?, Opportunities, and Where do we go from here?.

An inspirational speech by Dr. Leonard Shlain, Author, Arts & Physics from the USA embarked the journey for change that motivated the participants to rethink the way a workday is designed. Professor Richard Ennals, Kingston Business School in the UK gave an overview of incentives for change and theories to consider when implementing a new business model. Stephen Williams, Ph.D., Resource Systems in the UK conveyed a vision that emphasizes physical, mental and emotional energy as the key to a productive workplace where people can reach their full potential, are healthy and happy while at work. Combined with this philosophy, he presented a new business diagnostic assessment tool that demonstrates personal and organizational growth when the focus moves from cost containment to investment in wellbeing.

This year's Global Symposium focused on practical, action-oriented tools used by leading organizations. Presentations provided evidence on the untreated or under treated health problems that have the largest effects on work performance. Included in the top 10 health risk factors in the workplace are stress, smoking and depression. Investment opportunities on special outreach and treatment quality assurance programs were demonstrated to target particular chronic health problems. Joseph Leutzinger, Ph.D., Director of Health Promotions, Union Pacific Railroad (UPR) in the USA presented a remarkable story on the change in UPR's corporate culture and strategy to the "*Healthiest Company in America*", which enabled them to attain the US Surgeon General's C. Everett Koop National Health Award and gain a number of other awards for their outstanding performance. Tommy MacDonald Milner, Vice President of Corporate Occupational Health, Marks & Spencer in the UK announced their increased interest in preventive programs to address mental health issues in the workplace. Dr. John Cooper, Head of Corporate Occupational Health, Unilever in the UK quoted their Founder 's approach as "*If we leave the human factor out of our business calculations, we shall be wrong every time*".

The Club of Geneva was charged with enthusiasm and recognizes that addressing an individual's wellbeing may be viewed with a holistic approach that has furthermore economic benefits to organizations. A renewed commitment to move forward with the global movement resulted to formalizing the Club of Geneva as an international NGO. The Club of Geneva will play an important international role that will gain broad attention on our movement through contribution of high quality level of knowledge into an innovative strategic thinking that will shape policy changes.

The Strategic White Paper held at the Global Symposium took account of the Club of Geneva's high priority activities:

- Organizational development of Club of Geneva as a US not for profit and as an international NGO;
- Development of the website of the Club of Geneva (www.clubofgeneva.org);
- Continuance of the worldwide guideline on behavioral health services project;
- Development of a pilot site based on a new business model framework on increasing productivity while addressing an individual's wellbeing at work;
- Situation analysis of mental health and the workplace in Developing Nations;
- Annual Global Symposium on Business and Mental Energy at Work as an essential platform for dialogue.

Developing the Club of Geneva

One of the key goals of the Global Symposium is to establish the **Club of Geneva**. The Club of Geneva is an important concept. The model is the "Club of Rome" that has successfully worked on environmental issues. The principle of the Club of Geneva is to focus on work environment issues. Just as in the case of the Club of Rome, the Club of Geneva will play an important role serving as an international think tank of opinion leaders with the mission to influence international agencies, governments and employers to implement measures to increase the wellbeing of the individual at work while addressing workplace productivity. This influential group of leaders participates and contributes to the Business and Mental Energy at Work Initiative and meets at the annual Global Symposium on Business and Mental Energy at Work.

World Strategic Partners is working on the Club of Geneva development process aligned with a group of key international leaders. It will be registered as a US not-for-profit and as an international non-governmental organization with a Board of Directors, management and an advisory board. Updates and membership information will be provided early next year at www.wspartners.com.

Participating Employer Organization Forum

The Participating Employer Organization Forum held its first face-to-face meeting at the Second Annual Global Symposium on Business and Mental Energy at Work. During the year, the forum conducted monthly meetings through teleconferences to create a **Worldwide Guideline on Behavioral Health Services** with participation from key representatives from the Council on Accreditation (COA), Employee Assistance Professionals Association (EAPA), Employee Assistance Professionals Association-International (EAPA, Int'l), Employee Assistance Professionals Association of Australia (EAPAA), Employee Assistance Society of North America (EASNA), European Network of Social Workers (ENOS), International Council on Alcohol and Addictions (ICAA), and the International Federation of Social Workers (IFSW).

Reported by Dale Masi, DSW, Representative, International Federation of Social Workers (IFSW), "We have formed an active group interested in developing international

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guidelines. As a result of this, we all have contributed various standards and guidelines. An "architect" will soon be appointed to combine these efforts to bring to the Forum representatives for comments. A second draft will be submitted to the respective organizations for final approval. This will be a landmark document and will go a long way to bring together our organizations that are working in the arena of mental health in the workplace. It is a testimony to the work of World Strategic Partners."

Expanding the New Business Model for Wellbeing and Productivity

In recognition of the growing significance of healthcare economic costs, particularly on stress and depression, and employers practicing social responsibility on behalf of their employees, at the Global Congress 2000, it was recommended to initiate the development of a **New Business Model For Wellbeing and Productivity (New Business Model)**. The goal is to identify tools, measures and processes to increase productivity while addressing the wellbeing of the individual at work.

In June 2001, World Strategic Partners sponsored its participation at a 2-day mental health and substance abuse assessment meeting in Bangkok, Thailand at the invitation of Dr. Yongyud Wongpiromsarn, Director, Thailand Department of Mental Health. WSP presented the concept of the "Bangkok Program for Healthy Organizations" (BPHO) based on the framework of the New Business Model that outlined an approach to reduce substance abuse at work while increasing employee wellbeing. The new concept was well received, and the "**Bangkok Program for Healthy Organizations" (BPHO)** is now the recognized name of the initiative.

The BPHO model requires development of a solid business plan by expert health system professionals to ensure success in implementation. The BPHO business plan will outline the costs/benefits technically shared among government, employers and employees based on the culture and resources of Thailand. This initiative is an important input to the progress of the New Business Model. At the same time, it may also serve as a pilot model for other Developing Nations.

News U Can Use

The World Health Organization (WHO) and Harvard School of Public Health are working on a major initiative to estimate the costs of illness to corporations and to develop tracking systems that can improve rationality in making corporate health care investments. This project is in the early data analysis stage and an updated presentation will be delivered at the next annual Global Symposium.

The World Health Report 2001 published by WHO is dedicated to mental health and will be released in Spring, 2002. Some copies were made available to the Club of Geneva courtesy of WHO. This book is a landmark report that aims to raise professional and public awareness of the real burden of mental and neurological disorders and the cost in human, social and economic terms. Downloadable order form is available at www.wspartners.com.