

# **CWC COACHING & THERAPY**

## **CORPORATE PROGRAM**

---



**EMPLOYEE  
RETENTION  
INITIATIVES**



The importance of providing **mental health** support for employees is becoming

increasingly evident, especially as a tool for retention.

A 2019 survey cited by [McKinsey](#) revealed that “**91 percent** of employees surveyed believed that their employers should care about their **emotional health**, and **85 percent** said that behavioral health benefits were **important** when evaluating a new job. In fact, the respondents said that when evaluating the benefits of a new job offer, on-demand mental health support came **second after corporate wellness initiatives**, ahead of financial advising, gym memberships, and free meals.”

A different McKinsey [study](#) also found that “providing mental health support for **Gen Z** is critical for employers from

a workforce recruitment and retention perspective, as **60 percent of Gen Z** employees surveyed report that mental health resources are important in selecting an employer, and **57 percent** say they are important when deciding to stay at an employer.”

A [Harvard Business Review article](#) from 2018 also speaks to the issue of supporting mental health in the **workplace**. “When we acknowledge our mental health, we get to know ourselves better, and are more authentic people, employees, and leaders. [Research has found that feeling authentic](#) and open at work leads to better performance, engagement, [employee retention](#), and overall wellbeing.”

While providing coaching and therapy in support of all employees is important, there are additional and unique stressors facing minorities that may impact worker retention.



Jewel Burks Solomon  
@jewelmelanie

One of the highest rated offerings of our [@GoogleStartups](#) Founders Academy was sponsored therapy with [@chantelcohen](#) and her phenomenal team of licensed therapists and coaches. We made a decision to add this when we realized how the pandemic was impacting our participants.

1:23 PM · Feb 1, 2021 · Twitter for iPhone

17 Retweets 136 Likes

# Workplace Challenges For Retaining Minority Employees



**Covid-19**, isolation, social unrest and increased work demands have placed significant **pressure** on today's minority workforce.

The same under-lying concerns of minority employees that existed prior to the events of the past few years have not gone away, however.

In fact, a **McKinsey study** from November 2020 states that **diverse employees** are **struggling the most** during the pandemic, with significant concerns over career progression and increased household responsibilities.

**Catalyst** reports **58% of black women reported being "highly on guard"** to deal with bias or discrimination in the workplace. It's referred to as an "Emotional Tax."

These are employees who have a high desire to contribute and succeed, but retention is a key risk for those employees who are on guard. If you're on guard, you're made to feel different from your peers, with a resulting impact on **health** and **well-being**.

Those minorities (Black, Asian, Latinx) who report being "on guard" are **38%** more likely to consider leaving their jobs than those with lower levels of being on guard.

As we enter a post-Covid environment and a rebounding economy, employers must deploy additional resources to ensure their under-represented minorities receive the **support** necessary to continue their contribution to enterprise excellence.

We believe that **CWC Coaching & Therapy** should be considered as an additional asset for employers with retention programs, based on our collective skill-set and corporate experience addressing the unique needs of minorities in corporate America.



# Minority Retention Services:

**CWC** provides career counseling, cultural competency, and gender-focused counseling to **improve** employee performance.

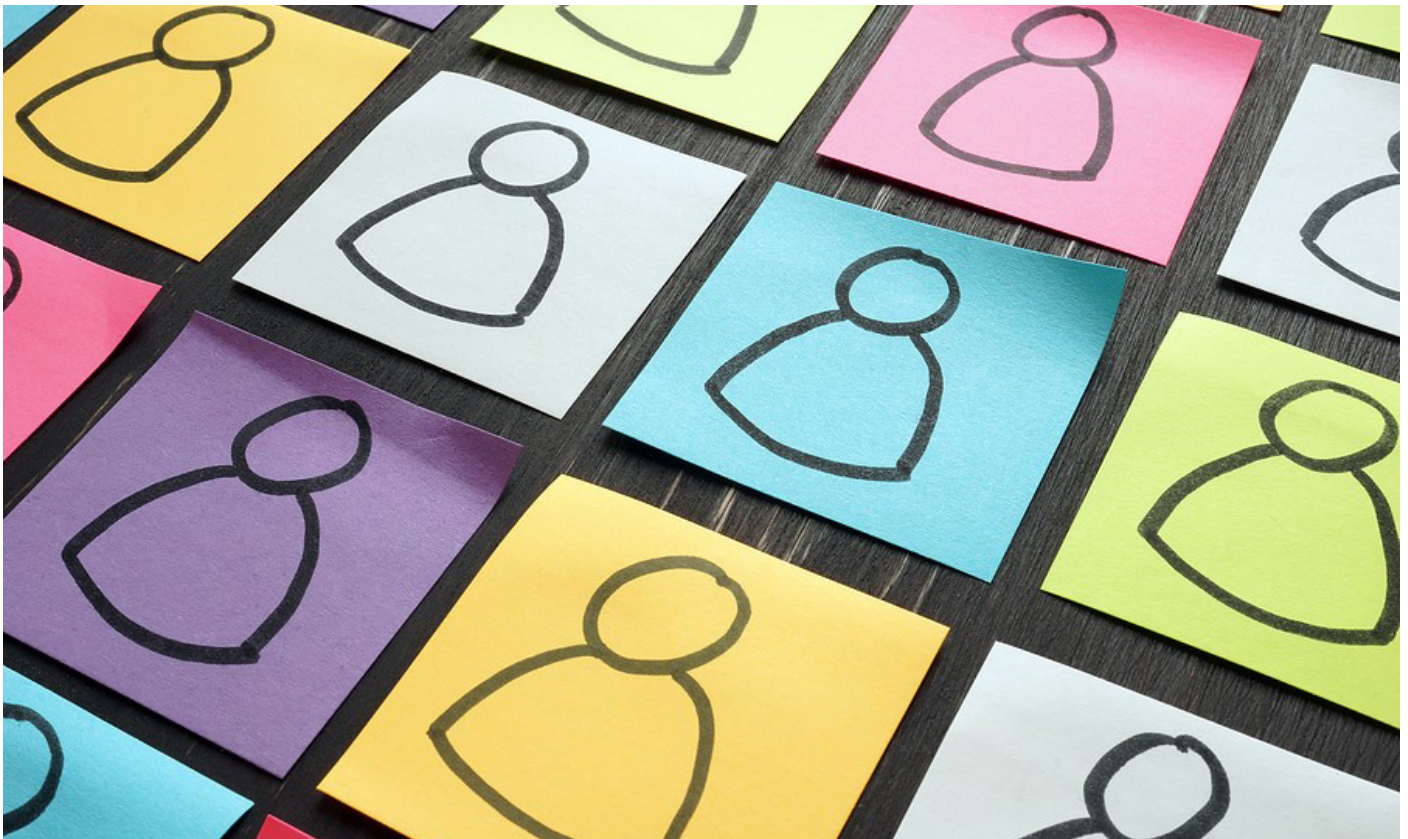
We also include topics such as professional etiquette, differing work styles across teams, cultural conflict resolution (direct feedback vs addressing issues via 3rd parties), sensitivity to speaking up among large groups or teams, being assertive vs perception of being aggressive, fear of risk-taking or standing out from peers, and repairing co-worker relationships.

A minority may be experiencing microaggressions that create a totality of pain and insecurity, where the employee lacks a forum to push back for fear of being labeled a stereotypically derogatory trope.

We provide a **safe space** where the person can talk about their work experiences. Keep in mind these minority employees may be less inclined to speak with each other, because they feel they may be in competition for the limited number of spots available for upper management/advancement.

We know that for an employee to feel included, they need **to be valued** for their unique attributes that contribute to the greater whole of the organization.

We spend time with each **individual** to connect their background and circumstances to the manner in which these factors surface in their output with regards to their work style and ethic.



# Who We Are

We are a minority-owned, premium executive leadership service that focuses on confidential therapeutic approaches for the career professional to bring alignment between individual purpose and the larger goals of the organization.

We create a **psychological safe place** for employees to focus on and prioritize their well-being in both their professional and personal lives.

What we've found is that people of color and other minorities feel extra **pressure** to prove their capabilities to their team members, and may be less willing to share this pressure with their white counter-parts, and even with each other.

CWC helps to provide a **communication strategy** with those employees to help alleviate this pressure, navigate the workplace, and coach for performance.

Our licensed therapists and certified coaches have worked with corporations such as the **Coca-Cola Company**, **Google**, and **CARE**, with a particular focus on under-represented minorities.



# Expected Outcomes

We consider a pilot program a success if we are able to track utilization of our coaching and therapy services that reflect outcomes such as: **reduced attrition, career trajectory, performance improvement, sense of community, and corporate loyalty.**

We also utilize satisfaction surveys to measure employee engagement with the program.

Compared to average EAP service utilization rates of **~5%**, based on our previous experience, we would expect **30%** or greater utilization, with most of these employees participating in multiple, on-going weekly sessions delivered electronically via secure and confidential telehealth services such as VeeSee.



## Contact Us

---

***Fees:** corporate rates are priced on an hourly basis*

### **CWC Coaching & Therapy**

550 Pharr Rd NE  
Suite 205  
Atlanta, GA 30305

**chantel@chantelcohen.com**  
**470-296-3090**

<https://chantelcohen.com>  
<https://becomeoneagain.com>

