

TARGET MENTAL HEALTH ... and the facts are ...

Finding a Cure for Depression: Plausible Objective?

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Finding a cure for mental disorders is a stated objective of the largest government mental health funding agency in the world, the US National Institute of Mental Health. Mental Health International found a consensus among leaders of business and science that:

- *“The goal of finding a cure for mental illnesses was a prudent and powerful incentive to attract broader public support and new funding sources for mental health research.”*

A campaign to fund and find a cure for depression will illuminate the urgent need for accelerated advancements in the development of objective tests for the diagnosis and treatment of depression.

Global Leadership

Leaders of today - and the near future – in all fields – will recognize that a digital economy puts a premium on brain skills, that “Brain Health + Brain Skills = Brain Capital” and that depression devastates the formation of brain capital.

In this light, leaders will:

- Champion mental health and give their employees every opportunity to learn and talk about the topic.

- Embrace mental health as an integral part of any vision for a healthy workplace.
- Engage unions as full partners in the promotion and protection of employee mental health.

Among the incentives for business, is to be found in a shift in what constitutes comparative advantage in the global economy and, thus, the competitiveness of business organizations. Harvard's Michael Porter says this, about that:

- *Cost and technology have run their course as the source of comparative advantage for businesses. The definitive source is now people.*

In this brain-based economy, the business case for mental health is fundamentally a challenge of asset management – the asset being:

- Cognitive capacity, cerebral skillsets, emotional intelligence, resilience and mental health of executives, managers and employees alike.

One of the most powerful business incentives for employers to invest in psychologically healthy workplaces is the stimulus this will provide for innovation, a cognitive function and a deliverable of the NEW psychologically healthy workplace of the 21st century.

In this NEW Workplace, managers will learn to motivate the cognitive capacities and emotional engagement of their direct reports and comfortably learn and use the **“new hard skills of management”** in a brain-based economy: fairness, respect, job clarity.

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