



# Workplace Mental Health

An L&D blueprint built for the  
hybrid work environment

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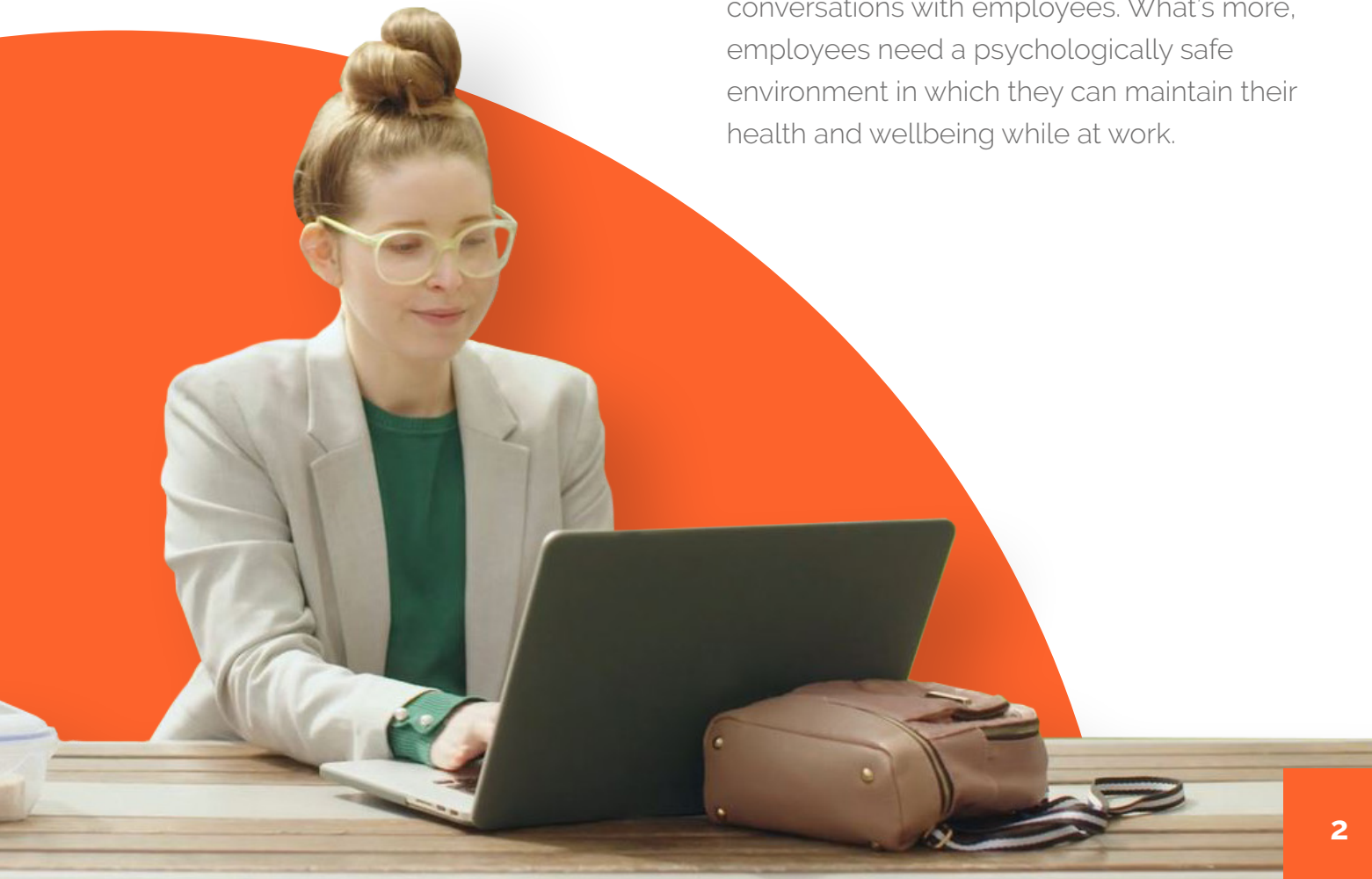
## An L&D blueprint built for the hybrid work environment

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One-third of your life will be spent working, so you'd better enjoy it. And imagine how much worse it would be if you didn't work in L&D! Jokes aside, the hours we all spend toiling away at our jobs are why taking mental health seriously in the workplace is so important — and it's why integrating mental health into your L&D strategy can have such a large impact on learning and business outcomes.

Mental health problems are reported by as many as one sixth of workers — a fact that's behind 12.7% of all absences in the UK. The truth is that if you want people to perform at their best, and you want to retain your best employees — mental health *needs* to be a top priority.

Managers need support in order to drive top-down cultural change — change that starts with having productive mental health conversations with employees. What's more, employees need a psychologically safe environment in which they can maintain their health and wellbeing while at work.





# Who is this blueprint for?

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Mental health needs to be a organisation-wide concern. However, we believe that learning and development teams are uniquely placed to spearhead improved awareness through education. By creating dedicated learning material for managers

and employees, you can guide a cultural shift around mental health and dramatically impact the wellbeing and productivity of everyone within your organisation. This eBook is for L&D managers looking to take the helm and drive that change.



# Who are we to talk about this?

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At [Video Arts](#), we've got over five decades of learning and development experience (yep, we're that old). But that means that we've gone through the digital learning shift that is now becoming the "new normal" (remember that phrase?). In fact, we helped spearhead the move towards digital learning, making that new normal our existing normal... our new-old normal — or just normal?

The point is that we take mental health seriously, we actually have an entire dedicated learning series about mental health — addressing the needs of both managers and employees with dedicated content — and we definitely know how to do learning and development right, both in the classroom and online.

To help simplify this complicated topic for everyone, we decided to write an eBook. Aren't we great? The learning here is based on the course material we've developed in consultation with *genuine* experts, including [Dr Hazel Harrison](#) — founder of Think Avellana and a clinical psychologist bringing psychology out of the clinic and into everyday life.

Our goal is to put this knowledge to work and help you transform mental health in your workplace, starting today — yes, *actually* today. It might even help you quiet a few inner demons. But, first and foremost, it's about taking your mental health L&D strategy to the next level and aligning it with the specific requirements of hybrid and remote working.

**Let's go!**



# Why put mental health at the centre of L&D?

L&D can drive positive change in workplace mental health in two main ways:

**1.** It can empower managers with the information and resources they need to support employees and develop a culture of psychological safety in the workplace.

**2.** It can educate employees and managers alike about good mental health decision making, and improve wellbeing overall.

If successful, you should see:



#### Reduced absences:

20% of people take a day off work due to stress, but 90% of them cite a different reason.



#### Increased productivity:

72 million working days are lost due to poor mental health each year.



#### Improved retention:

50% of Millennials and 75% of Gen Z have left a job for mental health reasons.



#### Higher levels of trust within management:

33% of employees say the reasons they have mental health struggles at work is that they don't trust their manager.

## And happier employees:

This one should hopefully be obvious!



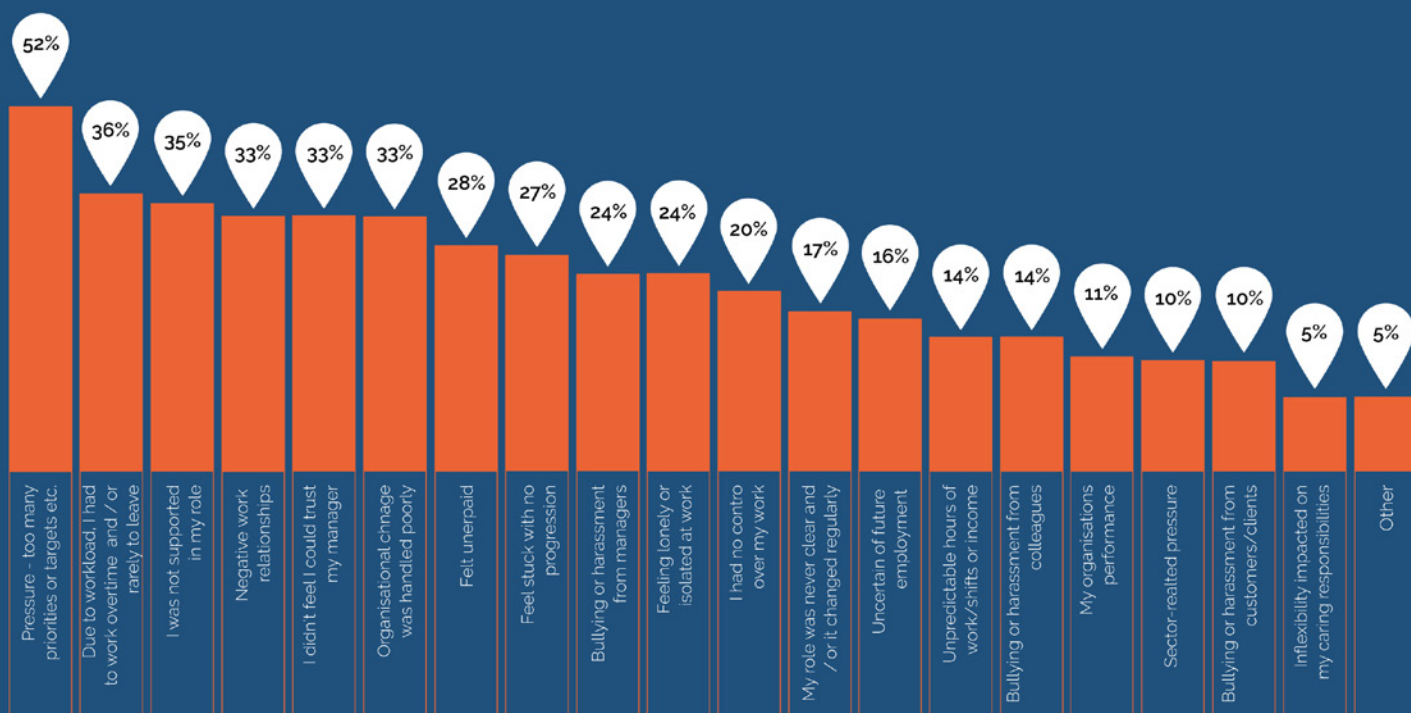
# If you're losing talented people, and your HRD or CEO comes to you and says "solve the retention problem"

That's an incredibly vague request. But with a solid understanding of workplace mental health, you'll have an answer and a game plan that can actually lead to a solution.

Education is central to starting conversations and improving mental health outcomes — in the workplace, and the broader community. That might sound like a tall order... and it is... but it's also within reach when you're armed with the right tools. As individuals, our ability to name and understand problems has a huge impact on our ability to act. A little bit of education can go a long way, and there has never been a better time to act.



Figure 8. Issues that can cause mental health symptoms at work (2019)  
Source: BITC, Mental Health at Work, 2019



# Why focus on mental health now?

(The impact of remote and hybrid working)

Remote and hybrid working has made all of this more complicated. It's created opportunities for both a better and a worse work/life balance, while leaving some people more isolated and others in closer contact with their families. All-in-all, 80% of employees have reported a deterioration in mental health within the workplace over the past year.

Although both part of the solution and problem, remote and hybrid working has certainly changed how businesses need to address mental health training and workplace communication.

## 36%

of employed people in the UK worked from home at some point in 2020.

## 87%

of full-time employees either work flexibly already, or say that they want to.

## 26%

of UK workers plan to continue to work from home permanently (or occasionally) after lockdown.

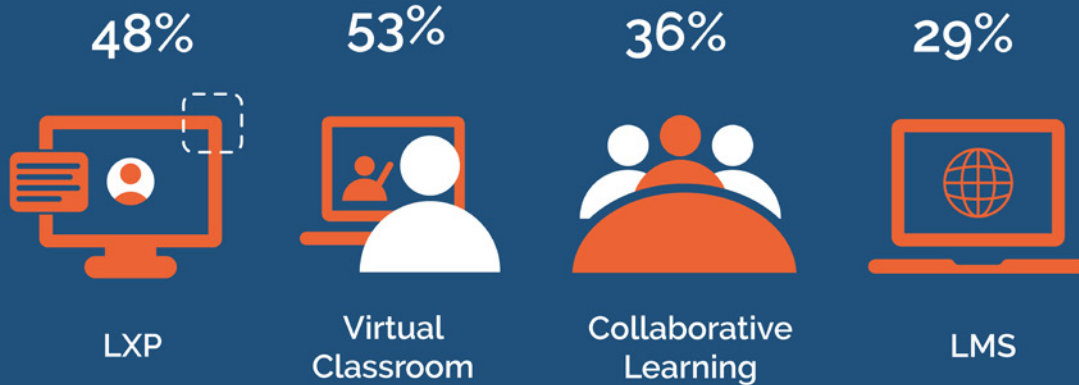
As many of us start spending more time back in the workplace, focussing on improving psychological safety — whereby employees feel free to discuss mental health and personal vulnerabilities with their team, without judgement. This is important for your team to thrive and connect — plus it's much less painful than the trust exercises management makes you do on team building day.

This is your opportunity to be a “visionary”, “forward-thinking” ... even “revolutionary” — and your actions can make an impact on both the culture and bottom line of your organisation. 95% of L&D professionals believe L&D will never be the same again, and a huge part of that is how successful effective adoption of digital learning tools has been.

- There has been a 400% increased use of virtual classrooms for external training and high-value development programmes.
- Virtual classroom use for coaching and mentoring jumped a staggering 19x.
- Digital tools have been rated as the most successful in supporting organisations through the pandemic.



## MOST SUCCESSFUL in supporting organisations



Source: [www.fosway.com](http://www.fosway.com)

This is all great, but it doesn't mean L&D is now looking at smooth sailing. Organisations with an immature digital learning programme were more than three times as likely to struggle with the shift towards remote learning, and ad hoc solutions haven't always succeeded. For example, 70% of organisations use Microsoft Teams as part of their virtual classroom strategy, but only 10% rate it as effective for learning. That really doesn't cut it when it comes to something as sensitive and important as mental health.

The current moment offers an opportunity to rethink L&D strategies while combating a timely and critically important issue that learning programs are perfectly set up to address. It's time to "think big", and it all comes down to how you put mental health at the centre of your learning strategy.





# How to put mental health at the centre of L&D

Mental health should sit at the centre of your L&D strategy. But, how do you do that? There are three main parts of a highly effective mental health L&D strategy. And we can help you put them into action.

## Part 1: Make learning easy... and maybe fun?

You know about engagement — it's central to L&D. If people aren't engaged, they won't learn, and then nothing else you do will matter anyway. (And we aren't talking in the cosmic sense, we're talking about how a boring L&D programme will put employees straight to sleep, and you can't learn anything when you're asleep — obviously).

This advice comes down to the fundamentals of learning in general. But it's particularly important in the context of mental health — a sensitive subject that many people are reluctant to even discuss... and, if anything, that's the problem. Making learning fun and easy can change that.



# Humour and human psychology

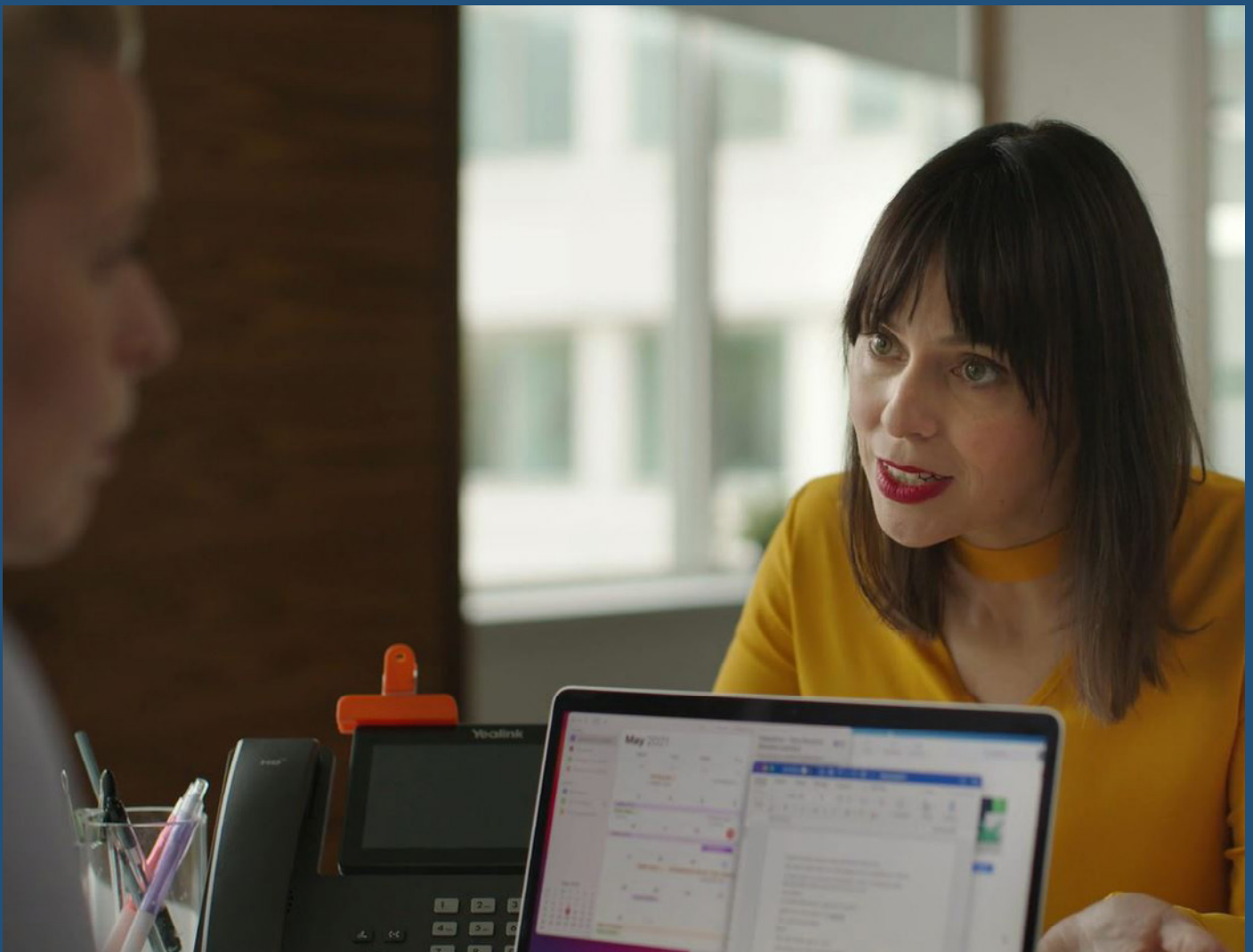
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People like to laugh, and we've put this at the centre of our learning methodology at Video Arts. On one level, this is just about making learning more engaging, and getting people learning in the first place. However, there is also a lot of research that shows how

humour (and laughter) actually helps us formulate memories — helping with learning, retention and engagement. One study showed that humour influenced people to learn 15% more than they would otherwise.

High-quality, relevant, educational and humorous content should top your list when looking to build learning courses on any subject. But it's particularly valuable when it comes to mental health. Breaking the ice and making people feel comfortable talking about

mental health is a critical and direct goal of your mental health learning programme. Humour addresses this challenge head-on. Not only will it make your learning material more engaging, it creates opportunities for discussion.





**Example time:** Jill just logged in to watch a learning series on mental health. She's not enthusiastic — expecting some bog-standard advice on being “more relaxed”. But the opening makes her laugh. It's an awkward bad manager giving the worst possible advice to an employee. She thinks, “maybe this is a fun way to spend my lunch break”. But then she stops... Did she treat Jack that way last week? It wasn't *that* bad, but she did dismiss some of his concerns. Not wanting to look as silly as “bad manager”, she books a meeting with Jack for the next day to talk through it again in more detail.

**The takeaway:** In this situation, humour engaged Jill, made her pay attention, and provided context that allowed her to relate the learning to her experiences. It will also provide an ongoing memory that will help her identify when she's engaging in the modelled bad behaviour in the future — helping cement that learning and actually implement change.

**Pro tip:** If you are sceptical about how we can make learning about mental health both funny and informative, [get in touch](#) — we have a range of video courses we'd like to share with you.





# Videos, microlearning and pathways... Oh my!

Video is one of the best formats for learning, full stop. Video is engaging, employees like it more than text, and we (humans) process visual information far faster than written material, **60,000x faster!** If a picture tells a thousand words... then how many words are in a three minute video!?! I guess it must come down to frame rate...

Video content is also the bedrock of digital and remote learning. It translates really well into digital formats and leaves learners in on-demand control over their learning experience. That allows individuals to watch, or re-watch content at a pace that suits them. Remember, your new mental health learning

programme not only needs to address mental health, it needs to be aligned with the demands of the hybrid workplace.

In the busy, post-pandemic world, people have limited learning time. Even in the “before time” Deloitte research averaged that people only had about **25 minutes** a week to spend on learning. So empowering them to use whatever time they have available is important. Video is part of that, but when partnered with learning pathways and microlearning, you can supercharge a video-driven strategy — *spectacular AND supercharged* — yep, we said it...

- **Microlearning:** Microlearning delivers stand-alone content (3 or 4 minutes long) that lets individuals walk away having learned something new every time. It removes commitment and keeps people coming back for more.

- **Learning pathways:** Learning pathways create an easy to follow framework that allows learners to master certain subjects, and always know what they should be learning next.

When bundled all together, the outcome is a clear set of digestible learning nuggets that learners can engage with whenever they have time — and continually progress towards their goal. If you can also make these videos humorous and fun, people will get hooked... and they might even end up with more time in their week for learning than they thought.



## Part 2: Focus on employees and employers

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Employees are important. But we really can't stress enough how much mental health learning needs to be targeted at managers. Not only do managers have mental health struggles of their own, but they are the people who are best placed to spot other individuals struggling with mental health, and can directly drive a positive mental health cultural shift across your organisation.

Realistically, you need at least two separate mental health learning programmes:

**1. For employees:** This programme is about helping individuals better understand their *own* mental health and ways in which they can improve mental health outcomes in their *own* lives.

**2. For managers:** This programme is to help managers have better mental health conversations with employees, spot warning signs and create a culture which is better aligned with positive mental health outcomes.

Fundamentally, culture needs to come from the top down. Creating things like mental health advisory groups, mental health first aiders, and getting buy-in from managers and senior leadership teams can get mental health on the agenda. Don't forget that spectacular learning content can win you internal champions — people who really buy into your programme. Long-term, this is critical to help maintain cultural change and make sure your mental health strategy doesn't fade away as a fad.



# The unique challenges faced by managers

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*"Managers need to remember that they don't have to directly solve mental health challenges to make a difference. Simply by being aware and offering opportunities for that person to feel more supported in the workplace, a significant impact can be made."*



**Dr Hazel Harrison,**  
Clinical Psychologist

Realistically, you will be asking a lot from managers, and you have to remember that they aren't mental health professionals. It's very common to get pushback with comments like "I'm too busy" or "I'm not comfortable with this" when approaching managers about mental health and their employees.





Managers not only need support regarding their own mental health struggles, they need guidance on how to help employees. You need to consider:

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**Getting the conversation started:**

Managers need resources to help start mental health conversations and feel comfortable addressing this sensitive topic.



**Not going overboard:**

Some managers might get too enthusiastic and make people feel uncomfortable by asking them about mental health every 2 minutes, and will need support knowing when it's a good time to get involved and when it's not.



**Know what they can and can't do:**

The ability to connect people with mental health professionals is one of the most important roles of managers. Ensuring that managers have a clear understanding of their own limitations, and access to mental health resources should be a central part of your L&D strategy.



**Building a plan:**

Managers need a roadmap for improvement so that you can ensure they are following policy and driving real change.

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Creating dedicated content for each of these criteria is critical to your success long-term. Ultimately, getting managers on board and arming them with the right insights is how you drive organisational change. And only by

doing that can real outcomes be achieved — both in regards to personal wellbeing and delivering those critical business goals addressed in section one.

## Part 3: A staggered rollout and good platform

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With any learning programme, you need to avoid overloading people with content. That will just lead to a spike in engagement that tumbles off faster than it started. You also need a way to actually structure the delivery of that content, and create engaging and personalised experience for learners. This is especially important when it comes to a topic as sensitive as mental health.

To a degree, this comes back to learning pathways. You want to create structured learning experiences, with content that builds on itself — while still delivering practical value at every step. Fundamentally, this is about having high-quality content. But it's important to create a strategy for how you release that content to employees and managers alike, and have a way to follow up and check in on change.



**Pro tip:** L&D shouldn't stop at mental health. In fact, having a quality (and far-reaching) learning and development programme will help with mental health more generally. By making employees feel engaged and valued, and providing them with ways to improve their skills and prospects, a quality L&D strategy is central to a broader positive culture that can improve mental health outcomes across the board.

# Your Learning Platform

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Historically, the delivery of learning material and follow-up with learners has been done in the classroom. But hybrid and remote learning mean that the classroom, on its own, really is no longer enough. Although we strongly believe face-to-face learning and digital classrooms have a valuable role within blended learning strategies, the writing is on the wall — you need digital learning capabilities to match the hybrid reality of the modern workplace.

Your LXP (Learning Experience Platform) or LMS (Learning Management System) is the nervous system... or is it the heart?... the skin? — nevermind, it's the thing that keeps your whole digital learning program working together.

A top quality LXP will bring a lot of benefits. It will let you create learning pathways, integrate microlearning content with follow-up questions, tasks and quizzes, and personalise content in order to create engaging and relevant learning experiences.

Fundamentally, easy access to online resources removes barriers to learning and increases engagement. If you're in a position to start from scratch, core features to look for in an LXP include:

- A simple interface
- Searchable and sortable content
- Suggestions and personalisation
- The ability to construct learning pathways (for learners and by learners)
- Gamification, rewards and more
- Metrics and reporting (to help you understand what works and what doesn't)

**Pro tip:** Check out [Video Arts Play](#) if you want to learn more about our entirely unbiased, neutral, and fair and equal option on what happens to be the best LXP on the market... our own LXP... by the way.

With that said, an LXP is no replacement for quality content. And the right learning material should be your first investment consideration if you have any type of LMS or LXP already in place. This is really the icing on the cake when it comes to creating a digital learning programme. It's worth considering an upgrade — but it's more important to teach people the right things.

The next question is, what should all this content be about in the first place?





# What should you actually teach people about mental health?

Ok, so now you understand how to launch a mental health L&D campaign, and how to engage with people within a remote and hybrid work environment. But what should that mental health learning be about anyway? We've all read articles about beanbags and Friday team yoga classes, but let's get serious.

A good starting point is to come and talk to us at [Video Arts](#). We have a dedicated series on mental health (one for managers and one for employees) — along with additional content about wellness, wellbeing and remote working. Our humorous approach can help support employees on what can be a sensitive topic.

However, to get you started, we've got some core practical advice.

1. Mental health sits on a **spectrum**. We all struggle with mental health to some degree, and learning to think about mental health as a continuum can help individuals better understand their own challenges, and de-stigmatise the mental health challenges of others.
2. Make it clear that mental health is **just like physical health** — it should be treated with the same gravity, seriousness and respect.

## Mental Health Continuum

### In Crisis



### Struggling



### Surviving



### Thriving



**3. Open conversations** about mental health are good and should be encouraged. (In fact, they are key to normalisation and psychological safety).

**4. Knowing the warning signs** is important to spot problems in yourself, and those around you.

**5. Things like diet, sleep and social interactions** all have a huge impact on mental health.

Remember, good mental health practices aren't the same for everyone. You need to hit the right balance between different factors that match your needs — and help you stay happy and healthy.

**Pro tip:** There are three critical parts to self-assessment of mental health warning signs. They are:

**1. Think:** Are you finding it hard to make decisions or getting easily confused?

**2. Feel:** Has your mood changed? Are you worrying more or feeling a sense of hopelessness?

**3. Act:** Have you stopped doing the things you usually enjoy or stopped interacting with others?

If you are suffering from any of these issues, it's time to ask for help. Making sure that employees know this, and feel comfortable asking for that help, should be central to your learning strategy.



## Directly address the needs of managers

Your mental health learning content for employees needs to focus on how they can help themselves. But as we've discussed, managers need special support to drive change across your organisation. You need dedicated content that can help managers:

### 1. Create a supportive environment:

Stigmatisation of mental health issues can keep suffering in the dark. Simply by having mental health conversations, managers can normalise the topic. This improves access to resources and reduces mental health stigmatisation. However, make sure to consider where you will talk to employees, and if that is a safe environment for those employees.

**2. Make time for conversations:** Managers are in direct control over how much time is dedicated to mental health. They need to make time for mental health conversations, and mental health reflection and education more generally.

**3. Focus on listening:** It can be hard to broach the subject of mental health. However, don't let the fear of saying the wrong thing stop you from getting started — "pobody's nerfect" after all! Listening is just as important (if not more important) than what you have to say. Just get started, have an open mind, ask questions, and see how people respond.





**4. Model good behaviours:** Whether managers like it or not, their position at the helm of a business makes them role models. If managers burn the candle at all ends, fail to eat or sleep as they should, and generally neglect their own mental health — it sets a bad example for employees.

**5. Prioritise prevention:** By continuing mental health conversations, and creating a positive environment, problems can be sidestepped before they ever arise.

**6. Know the warning signs:** Things like decreased output or quality of work, increased absences, continual mistakes or difficulties interacting are all signs of poor mental health. Knowing how to spot these warning signs in employees is critical to getting people the help they need.

**7. Follow up with people who have had mental health issues:** Opening up about mental health struggles is difficult — coming back to work following time off for this reason is even harder. Largely, this is due to fear of the widespread stigmatisation. By following up with employees, managers can improve recovery and help prevent relapse. Think about what can be changed, communicate that change, and help create as smooth a transition as possible.

**8. Agree to a wellbeing plan and stick to it:** Just sitting down and having a conversation can make a big difference. But where actions need to be taken, it's important to get things in writing. This makes it clear who needs to do what and reassures employees that you've taken them seriously. Fundamentally, the creation of an action plan is central to ensuring the right steps are taken when it becomes clear that an employee is struggling. It will also enable managers to identify how they can help and where professional expertise is needed. expertise is needed.

**Pro tip:** Fear of reduced responsibility or hours is a key factor for anxiety over a workplace return after mental health leave. This highlights the need to arrange a return plan with struggling employees, taking their needs into account to ensure everything possible for a return that they feel comfortable with — this doesn't *necessarily* mean adopting an office dog, but, it'll certainly make your managers popular if they do.



# Managers need to know their limits

Managers are not mental health professionals, but they are the front line of mental health support within your organisation. You need to help them understand what they can and cannot do to support employees, and how their actions are able to shape company culture.

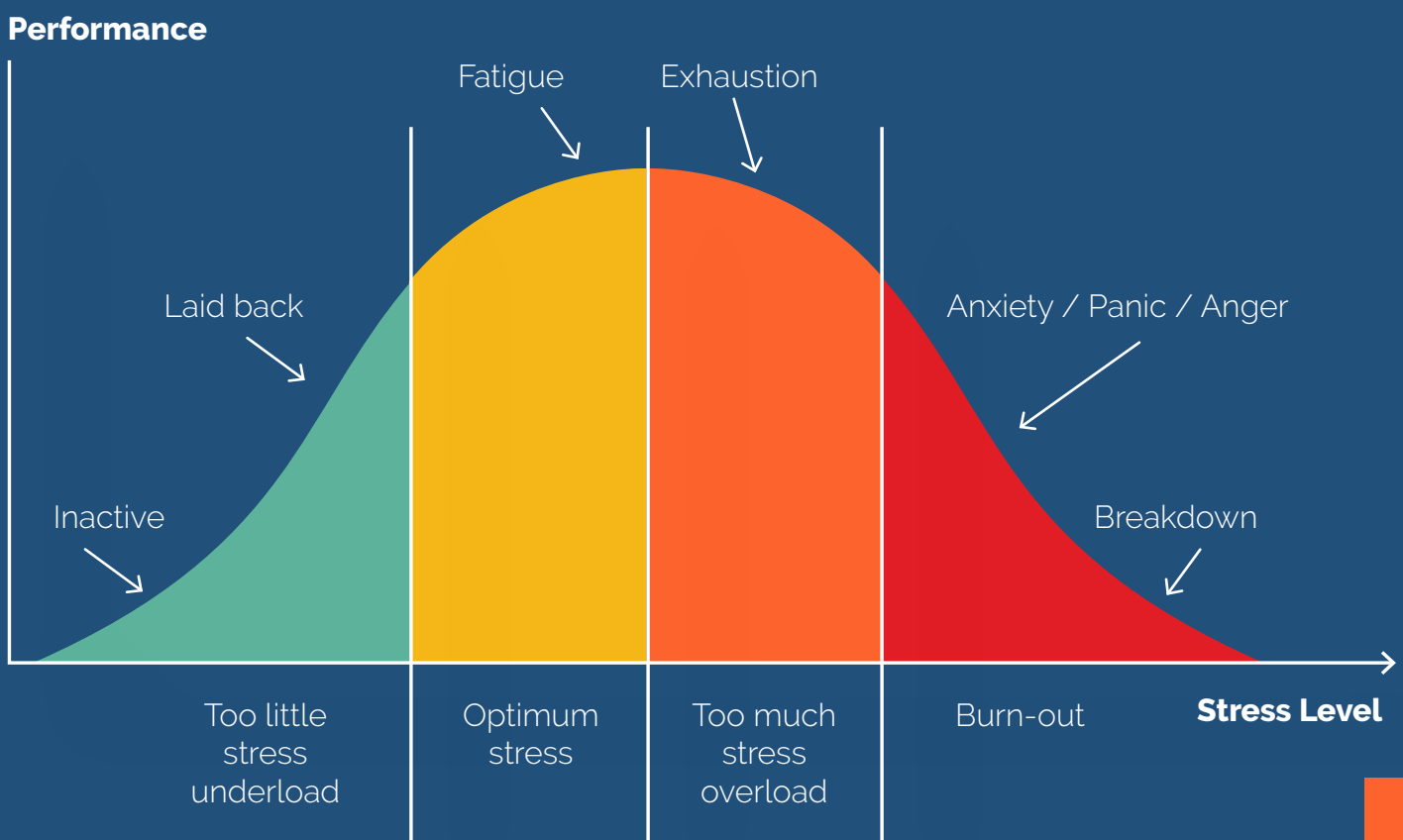
Ultimately, you need to support managers with access to mental health professionals, and enable them to connect struggling employees with that professional support (either within your HR department or externally) when needed.

The stress performance curve is a concept that represents the Yerkes-Dobson law and highlights the relationship between stress and task performance. See diagram below

**Pro tip:** No-one can perform at their best when under stress, this goes for managers too. And having an awareness of how stress affects our day-day lives is critical for building work environments that actively support employees, and increase productivity.

Knowing their limits also comes back to managers taking care of their own mental health. This is important from the perspective of modelling good behaviour. But managers are people too, and if they don't take care of themselves (or get too emotionally involved with the issues of every single one of their staff members) they will burn out — and you definitely don't want that.

## The Stress Curve



# What's a good mental health conversation?



## Questions to **ASK**

- How are you doing at the moment?
- Is there anything I can do to help?
- Have you spoken to your GP or able to get help anywhere else?

## Questions to **AVOID**

- You're clearly struggling, what's up?
- What do you expect me to do about it?
- Everyone else is in the same boat and they're okay. Why aren't you?

We keep talking about good mental health conversations, but what does that actually mean?

If you want the real deal, you should check out our learning series on this exact topic. ([Get in touch to learn more](#)). However, there are a few tips to help you get started

- 1. Mental equates physical:** Treat mental health discussions like those surrounding physical health.
- 2. Ask simple and non-judgmental questions:** Focus on the person, not the problem. Avoid assumptions and let them speak.
- 3. Factual conversations:** Ground discussions in fact, and provide evidence based knowledge (and resources) that can encourage real change.
- 4. Open mindedness:** Talk openly and keep an open mind about mental health. Speak calmly, be prepared for silences and avoid judgmental or patronising responses.





**5. Create the space:** Reach out and let employees know that you are available to discuss these issues.

**6. Debunk and educate:** Share facts about mental health misconceptions and use that as an opportunity to engage in wider discussions.

**7. Respect is paramount:** Treat any employee with mental health issues with respect, and don't label them by their diagnosis.

**8. Recognise when to go pro:** Know your limitations and make sure to encourage people to get professional help if needed.

**9. Follow up in writing:** A quick follow up email can really help people feel like they've been heard. Especially when there are agreed actions or support, it's good to get those in writing — and then ensure that they actually occur.

*“Be open and honest about where you can offer support and where you can't,” stresses Dr Harrison. “Come up with a plan thinking about the different sources of support that employees can tap into. Are there support schemes at work? Could they speak to a GP? Allow your employees to be part of the decision making process.”*

Realistically, the first step is just asking people how they're doing, and how they feel. Then, it's about making time to listen to what employees have to say. An influx of information is never going to create the support that employees need here, but the ability to listen and let the conversation grow organically most definitely can.

“It's so helpful when we can start to name and talk about our experiences. Sometimes, all we need is for someone to listen. Even if you aren't going to be able to solve all the problems within someone's life, listening can make a big difference and help them make the right decisions for themselves.”



**Dr Hazel Harrison,**  
Clinical Psychologist

**Pro tip:** This is a particularly challenging topic. Managers aren't therapists, psychologists or mental health professionals. We've produced educational material specifically to help provide managers with the training needed to spot problems and get people the help they need. Investing in the mental health of your managers also benefits employees; managers are the first line of support and are your internal culture champions after all.



# Building a case for investment

Mental health is important for employee wellbeing. Improving the lives of the people at your organisation should be the primary goal — and is reason enough to invest in mental health resources. But by linking mental health training and support directly to business

outcomes, you can get the same kind of attention and investment that other topics, like leadership training, often receive.

There are three main steps to setting out the business case for more mental health spending. Let's break this down:



**Cost of  
poor mental  
health in the  
work place**

**26.6 - 29.3 Billion**  
Presenteeism cost

**£8.6 Billion**  
Staff turnover

**6.8 Billion**  
Absence

## Step 1: Highlight the true cost of neglecting mental health

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Neglecting mental health creates obvious personal costs — unfortunately, these won't make it into monthly profit reports. But there are three things that do directly impact profits, and you should hammer them home whenever you get the chance.

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**1. Absenteeism:** Mental health problems account for as many as [70 million](#) workplace sick days in the UK each year — costing businesses as much as £6.8 billion even as far back as 2017.

Mental health-related absenteeism has only risen since the pandemic hit. With the average employee taking 3.19 days off for mental health, as opposed to just 2.90 in 2019, the total cost is projected to grow to £14 billion annually.



**2. Presenteeism:** The costs of absenteeism are plain to see. Presenteeism is far harder to spot, but even more costly. Employees working while ill cost employers anywhere between [£26.6 and £29.3 billion](#). Homeworking makes the true scope of this problem increasingly difficult to quantify. Mental health normalisation and training are central to improvement.



**3. Employee turnover:** If employees aren't happy in their roles, they leave. This too costs managers around £8.6bn, especially as remote working opens the floor for positive job opportunities across the board. According to the latest studies, 25% of staff now leave positions due to poor mental health support, with 55% reporting that they would do the same if they felt their mental health wasn't a priority.

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Mental health-specific training at both a managerial and employee level can directly address these issues. You need to encourage employees to speak out before time off becomes necessary or work suffers, while also showing managers precisely what they should do to avoid these escalating costs.

More broadly, training investments can reduce everything from absenteeism to turnover, simply by opening the doors of job progression and satisfaction that can significantly help to keep mental health on an even keel moving forward.



## Step 2: Quantifying mental health ROI

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As well as saving on the costs of poor mental health, securing funding means proving the additional ROI that this investment puts on the table. At an obvious level, cutting the costs mentioned above speaks for itself. But that's not all there is to gain by putting mental health at the forefront.

ROI of around £5 for every £1 spent on mental health initiatives have been demonstrated as possible — depending on when and where that money is invested. According to a recent [Deloitte study](#), the three key considerations:

- The stage at which an intervention is offered
- The type of intervention
- The size of the recipient group



Based on these findings, the study revealed that the best mental health measures from an investment standpoint and their ROI include:

- Training (6:3)
- Screening/diagnostics (6:3)
- Awareness-raising (5:3)
- Therapy/treatment (2:6)

While this certainly doesn't take away from the importance of treatment for employees who are struggling, these findings highlight one key truth — prevention is a better investment than treatment, and training is the driving force of that sentiment.

## Step 3: Explaining the value of digital learning

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The nature of the classroom has changed. It will always have a place in learning programmes, but it's no longer the centrepiece it once was. Hybrid working requires hybrid learning, and that means investing in digital learning capabilities.

Think about it this way: Face-to-face classrooms are like the cinema — they used to be the only way to watch a film. Digital learning is like Netflix, which has changed the market and vastly increased access to content. (Home video is kind of like virtual classrooms — a halfway house between the two — but that just complicates the analogy).

The point is that Netflix changed how people perceive the cinema, but it didn't kill the cinema. The cinema will always be a popular once-a-month treat — an experience that is still needed and desired. What's different is that it's now supplemented by digital and on-demand access. Again, hybrid working requires hybrid learning.





But digital learning isn't just about accommodating the remote and hybrid workplace. It actually delivers a number of cost and learning benefits that make it an easy investment for your learning programme on the whole — providing scalability, standardisation and quality control. Here are the key takeaways:

**1. Content you can use time and time again:**

There are no additional investments to bring new employees up to speed, and you can re-introduce content if additional support is needed.

**2. A platform built for remote learning:** As we continue hybrid working, more and more L&D is going to need to take place online. The investment you make to deliver your mental health learning strategy to remote employees will help you update your entire L&D operation.

**3. It's not just about cost savings:**

Customisable access and learning journeys allow individuals to focus on what's important to them and learn in a way that fits their needs. This creates better learning outcomes and more engagement across any number of topics.

Digital learning resources provide teams and managers with material that they can access time and again without having to contend with traditional training costs like lost productivity, meeting room hire, instructor costs, and more — not to mention the challenge of getting everyone in the same room these days. Digital learning can certainly help you create a case for investment that even the most reluctant managers would struggle to resist — it's as irresistible as leftover boardroom biscuits!





# How Video Arts can help today

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We can deliver everything you need to get your mental health programme off the ground today. That means:

1. [Brand new learning content](#) for both managers and employees about mental health awareness and best practices — all delivered in our engaging, fun and educational style.

2. **SCORM** compliant courses, microlearning material and tailored learning pathways that will maximise retention and engagement.

3. **ON>DEMAND** streaming available to use our bitesize videos anywhere, anytime and on any device. This could be in virtual sessions, face-to-face training, or as a hook via an intranet to drive traffic to your LMS.

**Pro tip:** check out our [webinar on virtual classrooms](#) about top tips for 2021 and hybrid learning.

4. **iFrame friendly** so you can even embed our award-winning videos into any e-learning courses you build in-house. Why reinvent the wheel, right? Let employees think you hired the famous faces, we don't mind...

5. A high-quality, flexible and customisable **LXP** called [Video Arts Play](#). (If you need it).

6. Use of our **50 years of L&D experience** and consultation — all our content comes with ready to go supplementary resources — infographics, trainer guides and PowerPoints. We have you covered.



# Get in touch and learn how we can help you (yes, you, specifically you) today!

Partnering with Video Arts for mental health learning will also secure access to more than 400 videos and 100 interactive courses across 18 different collections.

Our high quality content is a great hook to drive self-directed learning and get people logging into your LMS or LXP in the first place. We can not only help you roll out a mental health learning strategy, we can help you take your entire learning and development programme to the next level.



[www.videoarts.com](http://www.videoarts.com)



Sara Pascoe

Lucy Pearman

Jessie Cave

Peter Singh

Nigel Boyle

Montserrat Lombard

Tom Moutchie

Darren Strange

Edward Easton

...appear in the Video Arts Mental Health Essentials collection.

To see more of these famous faces in engaging, humorous learning content [get a trial of Mental Health Essentials now.](#)