

# "Why a Mindset Shift Is Key to Business Growth," Says Workplace Expert Louise Lugsdin

New research highlights the significant financial returns businesses can achieve by prioritising mental health and well-being.



Geelong, Victoria Sep 23, 2024 ([Issuewire.com](https://www.issuewire.com)) - Australian employers are beginning to realise the powerful benefits of investing in their employees' mental health. Louise Lugsdin, founder of The Team Approach, advocates for a shift in mindset—seeing workplace well-being as more than a moral obligation but a strategic investment that yields substantial returns.

*"We often hire people for their skills, expecting them to simply get the job done, but we must remember that the workplace is where they spend a significant portion of their lives," says Lugsdin. "When we view the workplace as a space for growth and development, the benefits extend far beyond just the individual—businesses see remarkable improvements in productivity and overall success."*

## **The Financial Benefits of Prioritising Mental Health**

Around the world, companies are recognising the clear correlation between healthy, happy employees and their engagement, productivity, and loyalty. [Recent research](#) has shown that for every \$1 invested in improving workforce mental health, companies can expect a return of \$4. This compelling data underscores the tangible benefits of prioritising employee well-being.

*"These numbers are hard to ignore," says Lugsdin. "Businesses that invest in their employees' mental health not only foster a positive work environment but also experience significant financial gains. It's a win-win."*

## **A New Approach to Leadership and Business Growth**

Lugsdin emphasises that embracing this mindset shift is essential for both small and large businesses. *"It's not just about improving the bottom line—though that's a crucial outcome—it's about creating a workplace culture where employees feel valued and supported. This, in turn, drives engagement and loyalty, which are critical for long-term business success."*

The Team Approach, based in the Bellarine area of Geelong, is leading the way in promoting workplace well-being across Victoria. By offering leadership training, Employee Assistance Programs (EAP), and a range of workplace well-being services, [The Team Approach](#) helps businesses understand the value of investing in their workforce.

*"Whether you're running a small business or a large corporation, the message is clear: investing in employee mental health is not just an ethical choice, it's a smart business decision,"* says Lugsdin. "The returns on this investment are not only financial but also create a more resilient and engaged workforce."

Lugsdin encourages Australian employers to embrace this opportunity: "Let's shift our mindset and recognise the workplace as a space where people can grow and thrive. By investing in mental health, we're investing in the future of our businesses and ensuring a strong return on that investment."

For more information on how [The Team Approach](#) can help your business thrive through leadership training and workplace well-being initiatives, contact us today.

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