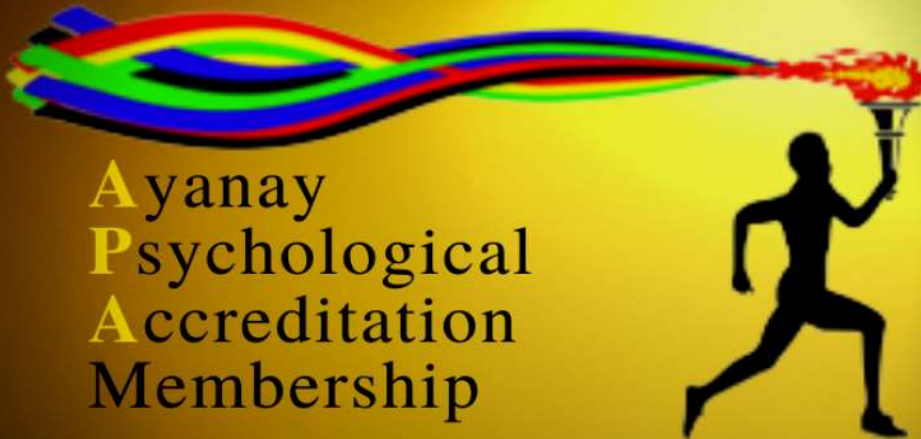


THE WORLD NEEDS A NEW BEGINNING

# Ayanay Psychological Accreditation



#theapaway



Ayanay  
Psychological  
Accreditation  
Membership

[www.ayanay.co.uk](http://www.ayanay.co.uk)

APA Corporate Collaboration  
Not Membership

## Corporate Collaboration - Not Membership

APA has developed an effective evolution from the flawed corporate membership framework that has been the traditional revenue funnel for the mental health charities for decades. As businesses have come to realise, the flawed approach of the past has failed to adapt to the ever-evolving demands of business or individuals and has been little more than a drain on their financial commitment. It is vital that business have a mental health support system that is fit for purpose and does not dictate the business activity, hence why APA created our Corporate Collaboration Protocol.

### Step 1: The Ethical & Psychological Contribution Audit

This is APA's annual audit of positive mental health in the workplace, allowing businesses to showcase the effective operational processes they have developed, to provide an environment of positive mental health within the workplace.

This audit allows businesses to lead the evolution of workplace mental health, as they know what works for their business. The audit allows the mental health professionals to provide support and guidance to maximise the ethical and psychological impacts of the business' efforts.

### Step 2: APA PAL Membership of Executive Team

Ensuring that the executive teams in businesses have the best individual support and psychological awareness enhances the efficiency and focus of ethical and psychological interactions. This ultimately enhances the working environment and elevates the positive productivity of a business. A happy team equals happy profits.

### Step 3: Mutual Promotion

APA actively promotes those businesses and business leaders that actively engage with positive mental health in the workplace.

- All businesses that complete **The Ethical & Psychological Contribution Audit** are endorsed on APA's website as Collaboration Partners
- All businesses that complete **The Ethical & Psychological Contribution Audit** will be listed on the APA website's Roll of Honour, with details of their approaches, so that others can grow and develop their own frameworks for positive mental health
- All businesses that complete **The Ethical & Psychological Contribution Audit** are entered into APA's annual awards programme, The 20:20 Vision Awards. Showcasing the forward thinking, creative and effective engagement of positive mental health

## Reciprocation of Endorsement:

All businesses that complete **The Ethical & Psychological Contribution Audit** get to:

- Showcase their award on their website
- Promote APA Membership to their teams, as part of their professional development

## Additional Benefits of Corporate Collaboration:

All businesses that complete **The Ethical & Psychological Contribution Audit** receive:

- Priority access to the Elevated Value Package on APA's Learning programmes to support their teams
- Priority Access to the Elevated Value Package for Sponsorship of All APA Events

## COST: The Ethical & Psychological Contribution Audit

APA's Corporate Collaboration has been costed as a single annual investment based on size of the corporate entity.

The investment levels reflect the functionality of completing the audit process.

| Size of Organisation |                      | Time Required for Audit | Elevated Value Package | Investment Cost    |
|----------------------|----------------------|-------------------------|------------------------|--------------------|
| Single Location      | Less than 100 People | 6 Weeks                 | 10%                    | £500               |
| Multiple Locations   |                      | 8 weeks                 | 15%                    | £400 per location  |
| Single Location      | Less than 200 People | 8 Weeks                 | 20%                    | £1000              |
| Multiple Locations   |                      | 12 weeks                | 25%                    | £800 per location  |
| Single Location      | More than 200 People | 12 Weeks                | 30%                    | £2000              |
| Multiple Locations   |                      | 14 weeks                | 35%                    | £1500 per location |

## Collaboration Partners



# A new approach for new results

## Contact us

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By telephone

Call our service team on 0208 556 4984

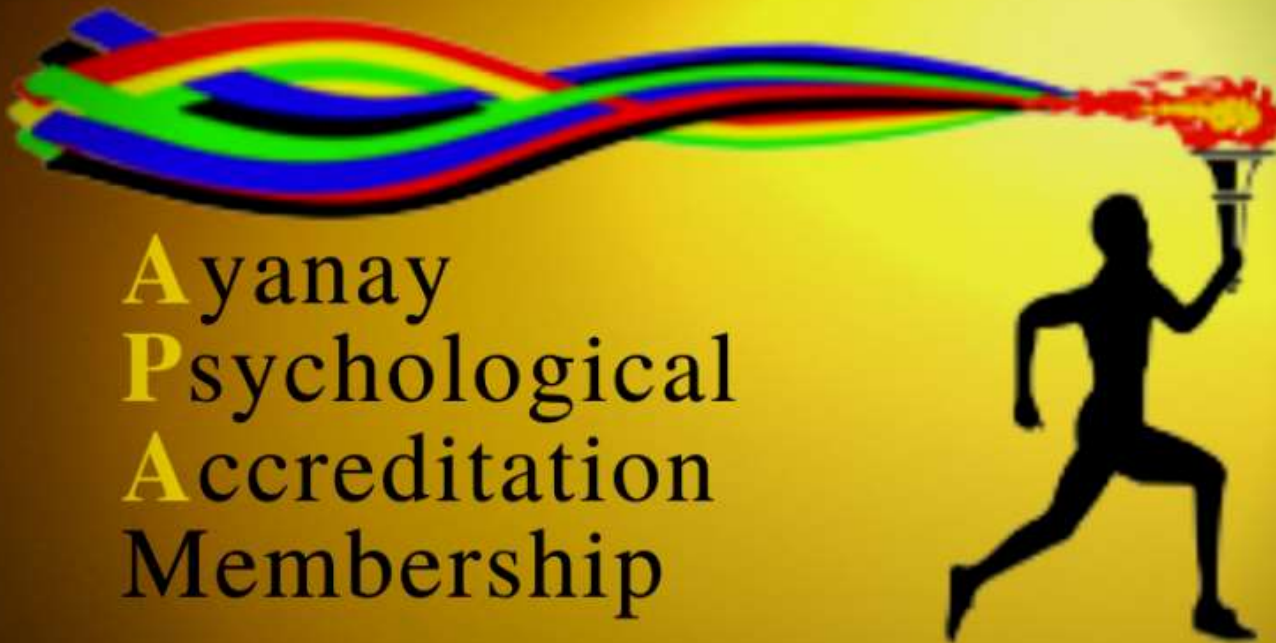
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