



Empowering Performance through Mental Wellness

White Paper | November 10, 2025



Introduction

The Problem

Business organizations - large and small, global, and local - struggle to maintain a healthy, engaged, and productive workforce.

Amid economic pressures, remote and hybrid work-model transitions, and increasing mental health concerns, companies struggle to foster a culture of accountability and purpose, reduce absenteeism, retain top talent, and increase productivity and profitability.

The Extraordinary Self® Workforce Wellness Program offers a transformative solution—one that goes beyond surface-level wellness perks to address the root causes of disengagement and underperformance. By empowering individuals to grow personally and professionally this Program helps organizations unlock the full potential of their people. Doing so creates a ripple effect of positive change, across teams, departments, and leadership.

Why to Prioritize Mental Health as a Top Investment Category

Mental health remains the leading priority in wellness investments. An overwhelming 86% of mental health program brokers report their clients are increasing investments in mental health programs, with 26% indicating significant growth in this spending.¹ This enduring commitment highlights a clear response to the proven positive impact of wellness programs on

enhancing recruitment, retention, accountability, and well-being.

The Corporate Challenge

Despite increased investment in employee benefits and workforce wellness initiatives, many organizations continue to suffer from:

- High absenteeism
- Loss of productivity
- Low morale
- Disengagement
- Lack of personal responsibility
- Weak commitment to job and mission

These issues are not just cultural; they are costly.

Absenteeism and Lost Productivity

- On any given day, nearly 1 in 10 employees are absent.
- In the U.S., absenteeism costs employers an estimated \$3,600 per hourly employee and \$2,650 per salaried employee per year.²
- The indirect costs—such as lost productivity, disrupted workflows, and diminished team morale—are higher.

The Cost of Disengagement

- Only 33% of U.S. employees are engaged at work, while over 50% are disengaged, leading to an estimated \$1.9 trillion in lost productivity annually.³
 - Disengaged employees are 43% more likely to leave their jobs, costing an average of \$6,000 per replacement.⁴
 - Low team engagement leads to 18% lower productivity and higher absenteeism.⁵
- (See References, Page 11.)

Lack of Responsibility and Commitment

Clarity of expectations and connection to mission are in decline, especially in hybrid environments. Employees who lack a sense of purpose or alignment with company values are more likely to disengage, underperform, and leave.⁶

The Impact of Increased Stress, Anxiety and Depression

- The productivity of depressed employees is 20% less, on average, than that of their colleagues.⁷
- Globally 12 billion working days are lost annually by employees suffering depression and anxiety, costing the global economy \$1 trillion per year.⁸

Increased Health and Disability Costs

- The average annual cost per employee due to mental health issues is approximately \$1488 - broken down as lost time (\$455), turnover (\$533) and healthcare (\$510).⁹

The Bottom Line

The cumulative effect of these challenges is staggering. From lost revenue and increased turnover to diminished innovation and customer satisfaction, the cost of an unwell, unengaged workforce is unsustainable.

For the sixth consecutive year, mental health remains the leading priority in wellness investments.¹⁰

(See References, Page 11.)



The Solution: Extraordinary Self® Workforce Wellness Initiative

The **Extraordinary Self® Workforce Wellness Initiative** is a comprehensive, research-based personal and professional development system designed to address the root causes of disengagement, absenteeism, and underperformance. This solution empowers employees to take ownership of their growth, align with organizational values, and build the mindset and skills needed to thrive in today's workplace.

Mental health isn't just a trendy wellness issue—it's a productivity imperative.

Companies require solutions that not only support employee well-being but also drive measurable outcomes in engagement, accountability, and performance. While coaching programs have long been the gold standard for personal development, they come with significant limitations: high costs, inconsistent delivery, and scalability challenges.

That's where the **Extraordinary Self Workforce Wellness Program and e-Courses** redefine the game.

This Program delivers the psychological depth of coaching—grounded in cognitive-behavioral science, NLP (Neuro-Linguistic Programming), and visualization techniques—through a self-paced, scalable e-course program that meets individual employees where they are.

Modules are designed to build mental resilience, emotional intelligence, and personal responsibility - all while aligning with your organization's KPIs.

Program Overview

The Extraordinary Self® Program is a 15-week, research-backed mental wellness initiative designed to rewire self-defeating patterns and build high-performance mindsets. The Program delivers measurable improvements in self-leadership, accountability, emotional regulation, and collaborative problem-solving — all of which directly correlate with increased productivity, profitability, and employee engagement.

Research results follow on page 5.



“The Program is always there for me as I move through change.”

Research Results

Quantitative Results:

Statistical Program Evaluation

- Aggregate Paired t-test: 2.27×10^{-21} (highly significant)
- Mean improvement: 3.24 points
- *Cohen's d*: 2.25 (very large effect size)
- **Assessment:** Individual differences in 12 pre- and post-program competencies, based on competency ratings from 1-10.

Qualitative Results

See anecdotal reports on page 8.

Research Conclusions

The Extraordinary Self Program demonstrates that significant inner and outer improvement in an individual's workforce competencies can be effectively accomplished in a structured, timebound training format.

Also, the research literature indicates a strong correlation between Extraordinary Self workforce competencies - organized into important HR competency categories and corporate KPIs. See details on page 6.



Extraordinary Self Program

12 Success Competencies Developed

HR Competency Categories ¹¹	12 Specific Success Competencies	Predicted KPPI Improvement ^{12- 20}
Self-Leadership / Accountability Acquiring competency in this category increases personal initiative, goal ownership and self-motivation. Execution of goals demonstrates persistence and accountability.	Self-Responsibility - Takes 100% responsibility for thoughts, feelings, beliefs, and actions.	Absenteeism ↓ Productivity ↑ Performance ↑ Well-Being ↑
	Mission and Goal Setting – Clarifies Mission and sets Goals tied to Mission.	
	Goal-Getting – Defines and takes action steps until goal reached.	
Emotional Regulation and Emotional Intelligence Acquiring competency in this category builds mindfulness, emotional control, adaptability, burnout prevention, stress reduction and resilience.	Positive Self-Regard - Values self unconditionally, improving resilience and minimizing burnout	Performance ↑ Resilience ↑ Productivity ↑
	Emotional Regulation - Detaches from self-defeating patterns of thought, feeling, and behavior; chooses win/win behaviors	
	Shift of Inner Critical Judge to inner Coach – Results in reduced self-attacks and higher self-efficacy.	
Collaboration / Conflict Resolution Acquiring competency in this category builds listening, negotiating, and consensus-building skills.	Active Listening - Stays mentally aligned and emotionally regulated while listening to others	Absenteeism ↓ Stress ↓ Satisfaction ↑ Productivity ↑
	Win/Win Thinking – Reduces conflict; improves collaboration	
Critical Thinking Acquiring competency in this category builds analytic reasoning, strategic evaluation, and evidence-based judgment.	Analytic/Strategic Thinking – Thinks analytically based on desired outcome.	Decision accuracy ↑ Innovation ↑ Productivity ↑ Profitability ↑
	Next-Step Learning – Stops and learns at each next step; treats failure as learning opportunity.	
Innovative Decision-Making Acquiring competency in outcome thinking and visualizing the results builds innovative solution criteria.	Shifting to Outcome Thinking - Shifts from problem thinking to outcome thinking resulting in more innovative and effective solutions	Innovation ↑ Productivity ↑
	Visualization for Results - Visualizes outcomes for desired results.	

(See References, Page 12 – 13.

Extraordinary Self Program Components

This multi-layered approach includes the following core elements:

In-Depth e-Courses for Personal and Professional Growth

- Structured, self-paced modules that guide employees, step-by-step, through transformational learning.
- Topics include self-leadership, resilience, stress reduction, self-talk, emotional regulation, motivation, and purpose, responsibility-taking, communication, decision-making, goal achievement, strategic thinking, and win/win solutions.
- Real-life role models and case studies to inspire and demonstrate success.

Self-Exploration and Change Tools

- Interactive worksheets built into the e-Courses that help participants examine and shift limiting beliefs, thoughts, feelings, decisions, and behaviors.
- Exercises that promote self-awareness, responsibility, and alignment with personal and organizational goals by building a success mindset.

Deep NLP-Based Visualizations

- Guided visualizations rooted in Neuro-Linguistic Programming (NLP – science of acquiring new mental and behavioral patterns of excellence) to reinforce new mindsets and behaviors.
- Designed to help participants internalize change and build confidence.

Practice Exercises and Homework

- Real-world application of new skills and insights to ensure lasting change.
- Encourages accountability and integration of learning into daily work life

Goal Setting

- Secure, personal journaling tools to reflect on progress and challenges.
- Structured goal setting to maintain focus and momentum.

Monthly Online Coaching Group, Plus Weekly Reinforcement e-Mail Coaching Message`

Replicable Results

- Improved self-awareness and emotional regulation and intelligence
- Stronger alignment with organizational mission and values
- Increased engagement, productivity, and accountability
- Enhanced morale, resilience, and collaboration
- Reduced absenteeism and turnover
- Improved team performance and innovation
- A culture of ownership, purpose and continuous growth
- Proven return on financial investment
- Ongoing engagement
- Enhanced insight and motivation

Qualitative Results:

Representative Anecdotal Participant Reports 15 years after participating in Extraordinary Self Program

“As a female business owner, I have heard many times that women are too emotional, and I have struggled with not allowing my emotions to take over. The Emotional air bag technique I learned is now my lifeline. It is really that simple. With a tool to keep you from panicking, there is a good chance you can save yourself and others in tough and overwhelming situations. Now, I calm my mind and float in peace .. even if it is just for a few seconds to gain composure in the situation.” — **Brenda Mulberry, President, Pike Products/Space Shirts, Merritt Island, FL**

“The biggest change has to do with the change in my self-esteem to total acceptance of who I am within myself – and accepting myself with all my flaws. From that time on, I have experienced unshakeable self-worth. When I make a mistake and say something that doesn’t come out the right way, I apologize easily because I have a greater level of self-confidence of my worth and little or no criticism from my old inner critic. I don’t beat myself up more and if I need to apologize, it’s no big deal. I got really clear that you could focus on being right or could build good relationships.

— **Diane Huisinga, Ph.D. Psychologist, Professor Emeritus, Lincoln, California**

“Completing the Extraordinary Self Program was so beneficial to me in so many ways. As life evolves for me, facing new issues and challenges, I have the program’s reliable tools to help me work through new or unidentified obstacles. The best tool has been now knowing the difference between beliefs and truth - It has been particularly useful as our society appears more polarized and I accept/understand others rapidly. — **Pam Bauman, Assistant Director of Talent Management, Queens Public Library System, Queens, New York**

“I love that I can go into the Extraordinary Self Program and use the tools as a refresher. Every day I need to recognize the difference between old beliefs and the truth of who I am. The Program is always there for me as I move through change.

— **Lorraine Hartnett, Director of Water Utility, Greenlawn, New York**

“Lots stuck with me over these 15 years, particularly my internal Board of Directors and changing the script of my story. I don’t take anything personally anymore and always do my very best. That keeps my esteem high and integrity intact. I learned this all from the Extraordinary Self Program.

— **Cindy Doehler, Real Estate Executive, Northport, New York**

How the Extraordinary Self Program Delivers Success

The Extraordinary Self® Program focuses on creating inner change for outer success.

Combining proven e-courses, e-coaching (and optional personal coaching), each Program module moves learners through the process of change, step-by-step - with guided support, visualization, audio, encouragement, and empathy.

Each Program is deeply rooted in psychology, neuroscience, proprietary academic research, and proven transformation methods, such as Neuro-Linguistic Programming (NLP) techniques. And, our powerful e-learning system also includes written exercises, visualizations, goal setting, accountability tools, practice recommendations, helpful insights and information, and coaching support.

Participants are encouraged to choose from the Comprehensive *8 Key Abilities for Your Extraordinary Future* course, or from six issue-specific courses, each focused on a possible troublesome part of self.

All courses include:

- **Customizable Blueprint for Success**
- **e-Course** designed with effective step-by-step lessons
- **Monthly Group Online “Success Time”** hour for one year.
- **Weekly e-Coaching messages**

Program Genesis

Piloted in 2006, the Extraordinary Self Program began with small in-person private and group sessions business leaders. The Program also was integrated into college psychology courses. To continue serving clients amid the pandemic shutdown in 2020, Extraordinary Self re-imagined its training program for Internet delivery, with a selection of **deeply immersive transformation experiences** – now offered online.

Who We Are

Extraordinary Self Programs are led by award-winning pioneers in the e-learning industry. Dr. Diane Kramer is a clinical psychologist, business consultant, author, professor *emeritus* and award-winning technology entrepreneur. Donna Anselmo is an internationally best-selling business author, and success coach who hosted an educational AM/FM radio show for 10 years. The Programs move you through the process of change, step-by-step, with guided support, encouragement, and empathy.

Thousands of individuals - from college students to business leaders - have reached personal and professional goals with this experiential program. Take a moment now to reimagine your team. What does ongoing success look like, feel like, and sound like? How would that benefit your company?

Return on Investment in Corporate Wellness Programs

Metric	Industry Benchmark*
Healthcare Cost Savings	\$3.27 saved per \$1 spent ²¹
Absenteeism reduction	14 - 19% lower absenteeism ²²
Productivity increase	17 - 25% higher productivity ²³
Turnover reduction	24 - 50% lower turnover ²⁴
Overall ROI	\$2.71–\$6 return per \$1.00 invested ²⁵

*See References, Page 14.

Conclusion

Traditional wellness programs offer coaching, yoga, and other amenities. **The Extraordinary Self Workforce Wellness Program rewires mental habits for lasting change.** More than a wellness initiative, it serves as a strategic investment in human potential that delivers measurable ROI and long-term cultural transformation.

- **Scalable Impact:** Whether 50 or 5,000 participants – all employees receive the same high-quality, evidence-based experience.
- **Behavioral Change at Scale:** Through structured reflection, role modeling, and accountability check-ins, the Program goes beyond information to transformation based on award-winning platform of e-Courses plus e-Coaching for consistent delivery and consistent results.
- **Data-Driven ROI:** With built-in assessments and outcome tracking, employers may choose an optional dashboard that correlates improvements with corporate KPPI's reflecting productivity, retention, and stress management and/or other variables.
- **Cost Efficiency:** Organizations can empower an entire team with proven tools and sustainable results - at an affordable price.
- **Impact:** This program doesn't just teach skills, it builds an *extraordinary mindset* of ownership, resilience, and a proactive approach to challenges. Employees *see* their goals, *feel* empowered, and *act* with clarity. In a world where mental health is mission critical, this program delivers a strategic advantage.

References

1. **Wellable. (202, September 16).** 2025 Employee wellness Industry trends report.
https://www.wellable.co/resources/employee-wellness-industry-trends-reports/2025/download-report?utm_campaign=2025%20Employee%20Wellness%20Industry%20Trends%20Report&utm_source=Pop-Up
2. **DailyPay. (2021, February 1).** How much are your absent employees affecting your bottom line?
<https://www.dailypay.com/resource-center/blog/absent-employees>
3. **HR Policy Association. (2024, January 26).** *Gallup survey reveals declining employee engagement and rising stress*
https://www.hrpolicy.org/insight-and-research/resources/2024/hr_workforce/public/01/gallup-survey-reveals-declining-employee-engagemen
4. **Quanta HCM. (2023, November 20).** *The real cost of poor employee engagement.*
<https://quantahcm.com/the-real-cost-of-poor-employee-engagement>
5. **Borysenko, K. (2019, May 2).** *How much are your disengaged employees costing you?* Forbes.
<https://www.forbes.com/sites/karlynborysenko/2019/05/02/how-much-are-your-disengaged-employees-costing-you>
6. **HR Policy Association. (2024, January 26).** *Gallup survey reveals declining employee engagement and rising stress.*
https://www.hrpolicy.org/insight-and-research/resources/2024/hr_workforce/public/01/gallup-survey-reveals-declining-employee-engagemen
7. **Will, O., Lee, L., & Chow, W. (2020, May).** Effect of depression on work productivity costs and employment. *ISPOR*.
<https://www.ispor.org/docs/default-source/intl2020/jch68392-ispor-2020-poster-final-pdf.pdf>
8. **World Health Organization. (2024, September 2).** Mental health at work.
<https://www.who.int/news-room/fact-sheets/detail/mental-health-at-work>
9. **Integrated Benefits Institute. (2023).** Infographic: The economic impact of poor mental health. Retrieved from:
<https://www.ibiweb.org/resources/infographic-the-economic-impact-of-poor-mental-health>
10. **Wellable. (2025).** 2025 Employee wellness industry trends report.
<https://www.wellable.co/resources/employee-wellness-industry-trends-reports/2025>

- 11. Society for Human Resource Management. (2012).** *SHRM competency model*. Alexandria, VA: SHRM.

https://dl.hrmacy.ir/wp-content/uploads/2022/06/08165301/SHRM-Competency-Model_Detailed-Report_Final_SECURED.pdf

Direct excerpts from SHRM Competency Model

- **Self-Leadership and Accountability**
“Ethical Practice: The ability to integrate core values, integrity, and accountability throughout all organizational and business practices.” (p. 10)
- **Emotional Regulation and Stress Reduction**
“Relationship Management: The ability to manage interactions constructively, to provide support, and to handle conflict while maintaining composure and self-control.” (p. 12)
“HR professionals must demonstrate self-control and resilience in stressful situations.” (p. 13)
- **Collaborative Problem-Solving and Conflict Resolution**
“Relationship Management includes the ability to work effectively with others, resolve conflicts, and negotiate win-win solutions.” (p. 12)
- **Critical Thinking**
“Critical Evaluation: The ability to interpret information to make business decisions and recommendations.” (p. 14)
- **Decision-Making and Innovation**
“Business Acumen: The ability to understand and apply information to contribute to the organization’s strategic plan.” (p. 15)
“Consultation: The ability to provide guidance to organizational stakeholders, including innovative solutions to business challenges.” (p. 16)

- 12. Unsworth, K. L., & Mason, C. M. (2016).** *Help yourself: The mechanisms through which a self-leadership intervention influences strain, performance, and well-being*. *Journal of Occupational Health Psychology*, 21(4), 512–528.

<https://eprints.whiterose.ac.uk/id/eprint/92658/1/Unsworth%20Mason%202012%20Help%20yourself%20The%20mechanisms%20through%20which%20self%20leadership%20intervention%20influences%20strain.pdf>

“The self-leadership intervention significantly improved performance and well-being by increasing self-efficacy and reducing strain.”

- 13. Latham, G. P., & Locke, E. A. (2007).** *New developments in and directions for goal-setting research*. *European Psychologist*, 12(4), 290–300. <https://doi.org/10.1027/1016-9040.12.4.290>

- *“Training in goal setting has been shown to increase productivity and reduce absenteeism...”*

14. **Reizer, A., Brender-Ilan, Y., & Sheaffer, Z. (2019).** *Employee motivation, emotions, and performance: A longitudinal diary study. Journal of Managerial Psychology, 34(6), 415–428.*
<https://doi.org/10.1108/JMP-07-2019-0299>
 - “Positive emotions and job satisfaction mediate the positive association between autonomous motivation and performance.”

15. **Salameh-Ayanian, M., Tamer, N., & Jabbour Al Maalouf, N. (2025).** *The importance of emotional intelligence in managers and its impact on employee performance amid turbulent times. Administrative Sciences, 15(8), 300.* <https://doi.org/10.3390/admsci15080300>
 - “All EI dimensions significantly and positively influenced employee performance, with self-regulation... emerging as the most potent predictor.

16. **Aggrawal, S., & Magana, A. J. (2024).** *Teamwork conflict management training, and conflict resolution practice via large language models. Future Internet, 16(5), 177.*
<https://doi.org/10.3390/fi16050177>
 - “65% of the students significantly increased in confidence in managing conflict by demonstrating collaborative, compromising, and accommodative approaches.”

17. **Baron, R. A. (1990).** *Conflict in organizations.* In K. R. Murphy & F. E. Saal (Eds.), *Psychology in organizations: Integrating science and practice* (pp. 197–216). Erlbaum.
 - “Training in conflict management skills has been shown to reduce stress and absenteeism, while enhancing employee satisfaction and organizational effectiveness.”

18. **Criado-Perez, C., Jackson, C., Minbashian, A., & Collins, C. G. (2024).** *Cognitive reflection and decision-making accuracy... Journal of Business and Psychology, 39(1), 249–273.*
<https://doi.org/10.1007/s10869-023-09883-x>

“Cognitive reflection... is generally associated with higher decision-making accuracy in the context of evidence-based management.”

19. **Skrzek-Lubasińska, M., & Malik, R. (2023).** *Is critical thinking a future skill for business success. Central European Management Journal, 31(1), 48–63.* <https://doi.org/10.1108/CEMI-09-2021-0110>

“Critical thinking positively influences business decision-making... and is linked to business performance, a firm’s ability to innovate, and individual employee performance.”

20. **Aslam, M., Shafi, I., Ahmed, J., et al. (2023).** *Impact of innovation-oriented human resource on small and medium enterprises’ performance. Sustainability, 15(7), 6273.*
<https://doi.org/10.3390/su15076273>

“Most innovative HRM practices have a statistically significant impact on firm performance in terms of labor productivity, product, process, and marketing innovations.”

21. Baicker, K., Cutler, D., & Song, Z. (2010). Workplace wellness programs can generate savings. *Health Affairs*, 29(2), 304–311.
22. Adams, T., Craig, S., & Fritze, D. (2024). Mind the Workplace 2024 Report: Healthy Workplaces Lead with Trust and Support. *Mental Health America*.
23. Kuoppala, J., Lamminpää, A., & Vainio, H. (2008). Leadership, job well-being, and health effects—A systematic review and a meta-analysis. *Journal of Occupational and Environmental Medicine*, 50(8), 904–915.
24. Kuoppala, J., Lamminpää, A., & Vainio, H. (2008). Leadership, job well-being, and health effects—A systematic review and a meta-analysis. *Journal of Occupational and Environmental Medicine*, 50(8), 904–915.
25. Berry, L. L., Mirabito, A. M., & Baun, W. B. (2010). What's the hard return on employee wellness programs? *Harvard Business Review*, 88(12), 104–112.



For more information, please contact:

Donna Anselmo, M.S., Co-President

donna@extraordinaryself.com

Diane Kramer, Ph.D., Co-President

diane@extraordinaryself.com

www.ExtraordinarySelf.com
