

Promoting EAP

Despite growing awareness around mental health, many employees still hesitate to reach out for support — even when help is available through Converge. As a leader, you're uniquely positioned to reduce stigma, normalise help-seeking, and create an environment where mental health conversations feel safe and supported.

Here's how to lead the way.

1. Normalise the Conversation

Make mental health a regular topic — not a one-off event. Mention wellbeing during team meetings, 1:1s, and performance discussions. Use everyday language like “It’s okay to not feel okay sometimes” or “EAP is there for all of us, no matter what we’re dealing with.”

Tip: The more frequently employees hear about EAP in normal contexts, the less “taboo” it becomes.

2. Address Misconceptions Head-On

Many people assume EAP is only for serious issues or that it's not confidential. Proactively correct these beliefs by explaining that EAP covers a wide range of personal and work-related challenges — and that every session is private and confidential.

Tip: Frame EAP as a preventative tool, not just a reactive one.

3. Make Access Simple and Visible

Reduce the friction to getting help. Display EAP contact details on noticeboards, intranet pages, email signatures, and team chat channels. Employees are far more likely to use a service they can easily find.

Tip: Keep Converge materials readily accessible across all platforms — and remind staff that support is available 24/7.

4. Watch for Signs and Start Conversations Early

If you notice changes in mood, behaviour, or performance, start a supportive, private conversation. Focus on care, not correction — “I’ve noticed you seem a bit off lately. How are things going?”

Tip: Be empathetic, listen without judgment, and remind them of that we're always here to help!

5. Build a Culture of Psychological Safety

Encourage openness and trust by responding to challenges calmly and respectfully. When employees feel safe to speak up about stress or personal struggles, they're more likely to reach out for help.

Tip: Recognise and celebrate vulnerability — thank team members who speak up, and model that behaviour yourself.

6. Reinforce That Seeking Help Is Strength

Language matters. Avoid framing EAP use as “needing help” — instead, highlight it as a proactive step to stay well, maintain focus, and build resilience.

Tip: Shift the narrative from “what’s wrong” to “what’s possible” — focusing on growth, wellbeing, and performance

Key Takeaway: When leaders talk openly, promote consistently, and model care, employees feel empowered to take that first step. Breaking barriers starts with one conversation — and every conversation counts.



Get instant support when you need it.
Scan the QR code to book an appointment
with a Converge expert today!



Download our App to access wellbeing
support 24/7. Your organisation code: