

Talking about EAP to Teams

Even the best wellbeing program only works if people know about it — and feel comfortable using it. As a manager, you're one of the most influential voices in helping employees understand and engage with Converge. This guide outlines simple, effective ways to promote EAP confidently and authentically in your workplace.

1. Talk About EAP Regularly — Not Reactively

Don't wait for a crisis to mention support. Weave EAP into everyday conversations — during check-ins, team meetings, or onboarding sessions.

Example: "Remember, Converge is available anytime, anywhere — whether you're managing stress, planning for the future, or just need a sounding board."

Tip: The more frequently employees hear about EAP, the more normal and approachable it becomes.

2. Keep the Message Simple and Consistent

Avoid jargon or overly formal language. Use clear, empathetic messages like:

- "EAP is free and confidential."
- "You can access it anytime, anywhere."
- "It's for all kinds of challenges — not just when things feel tough."

Tip: Repetition builds familiarity. Share these phrases consistently across multiple channels — in meetings, emails, and staff updates.

3. Make EAP Visible

Visibility drives awareness. Display posters, digital screens, or intranet tiles with our contact details. Add a slide about Converge to your meeting decks or onboarding presentations.

Tip: Include Converge's App download link with your organisation code, as well as our website link in your email signature or team templates — simple visibility can spark action.

4. Personalise the Message to Your Team

Frame EAP in a way that connects with your team's context.

For example:

- For frontline teams: "EAP can help with managing stress or balancing shift work."
- For corporate teams: "You can use EAP for career coaching, nutrition, or legal advice — not just counselling."

Tip: Tailoring the message makes it relevant and practical.

5. Share EAP Success Stories (with confidentiality preserved)

Without naming individuals, share how EAP has helped others manage challenges or improve wellbeing.

Example: "Many of our people use EAP for day-to-day challenges like time management or parenting — it's great to see the difference it makes."

Tip: Real examples make EAP relatable.

6. Include EAP in Your Wellbeing Calendar

Link Converge to wellbeing themes throughout the year — for example, during Stress Awareness Month, R U OK? Day, or Safe Work Month.

Tip: Connect Converge to current topics or campaigns — it reinforces that help is available for all aspects of wellbeing.

7. Reinforce Confidentiality and Ease of Access

Many employees hesitate because they're unsure how private we are. Make it clear: sessions are 100% confidential, and details are never shared with the organisation.

Tip: Walk your team through how to book a session — show that it's quick, easy, and judgement-free.

Key Takeaway: Promoting EAP isn't a one-time announcement — it's an ongoing conversation. When leaders speak openly, share reminders often, and model care, employees feel safe to take that first step toward support.



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: