



# IF WORKPLACES



# WELCOME TO IF WORKPLACES

We are part of the IF Project, a heart felt mission determined to have a crack at reducing the horrific suicide rates in Australian men by providing the everyday bloke with the tools to have a guided discussion around mental health and wellbeing.

We are not a mental health intervention team, however we do have mental health professionals on staff.

We share a common goal – to not only get men talking about their mental wellbeing, but to keep the conversation going.

The IF Project cuts through the jargon floating around the mental health space to deliver practical advice and real-time tools into the hands of the average bloke.

It is essentially a mate helping a mate.

## WHO WE ARE

**Clinton Hoffmann**, Founder

**Barry Hogg**, Life Coach

**Adam Libbis** (Managing Director) and

**Emma Hayward** (Psychologist),

The Consulting Space –

Organisational Development Experts.

**Jack Thompson**, Patron



# ABOUT IF

When our founder Clinton Hoffmann lost his mate to suicide, he felt compelled to do something for men who don't have access to help or don't feel comfortable in reaching out for assistance.

Hugely successful in the educational technology space, Clinton wanted to put his personal life coach and wellbeing therapist Barry Hogg – a man who has had an incredible

impact in helping Clinton manage life's ups and downs for over a decade – in his mate's back pocket and onto his mobile phone.

Using the Rudyard Kipling poem If as a framework, which is essentially a father's advice to his son, and based on Clinton's knowledge of educational technology, we created a content delivery system to facilitate engagement with users.



Clinton Hoffmann



# WHAT WE HAVE DONE SO FAR

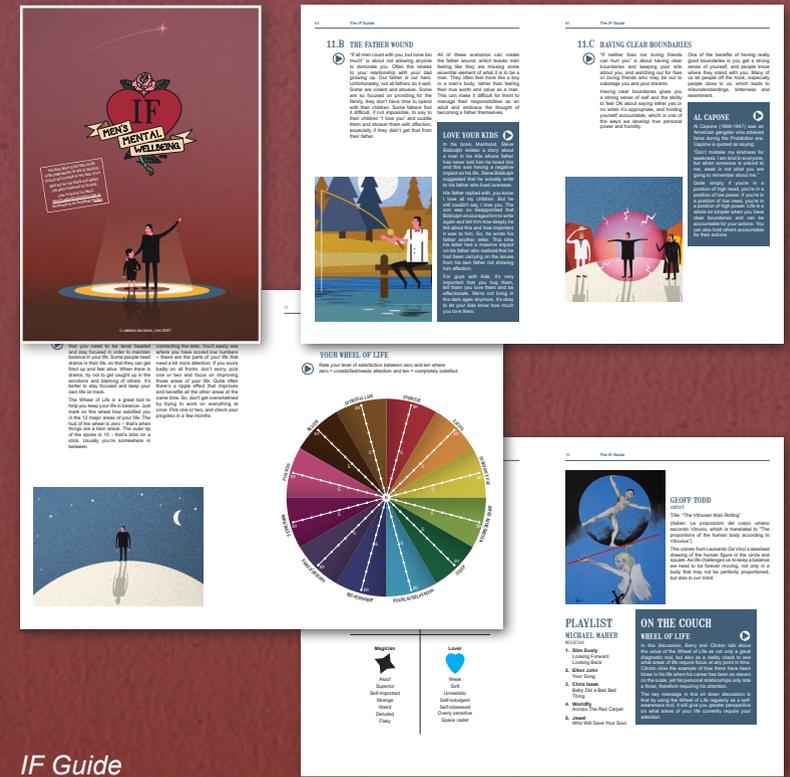
We wanted to create an easy framework to enable men to access content so we decided to animate the iconic IF poem, with legendary Australian actor Jack Thompson AM lending his voice to the narration of the project.

Then, in consultation with life-coach Barry Hogg, the IF Project created the IF Guide, a digitally enabled mental health and wellbeing guide essentially linking the IF poem to the 'how'.

Knowing Australian men like to get advice from mates, Clinton Hoffmann introduces the twelve chapters based on the twelve IF's from the poem.

Each chapter of the IF Guide contains tools, tips and anecdotal stories, along with a series of short educational videos designed to build resilience in the everyday man.

The IF Project has now partnered with organisational development experts The Consulting Space to create IF Workplaces, with the goal of providing bespoke packages to engage and facilitate male dominated workforces in discussions around mental health and wellbeing.



IF Guide



# MATES HELPING MATES

In Australia, the leading cause of death for men aged 15 to 44 is suicide\*.

4 million people in Australia reported they had experienced a mental or behavioural health condition in 2015\*.

Men seek help and use health services less frequently than women do.

Men need to **connect** and **support** each other.

At the IF Project, we are all about mates helping mates.

*\*Australian Bureau of Statistics*

IF Workplaces will provide the tools to enable men to have guided conversations around mental health and wellbeing in the workplace.

We will foster self-awareness and courage to both speak up and listen.

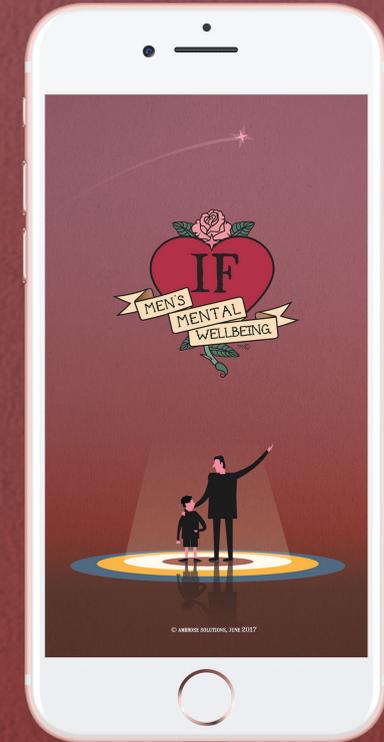
IF Workplaces will assist in breaking down barriers that prevent men accessing help and provide employees with the ability to recognise the signs in others.



# WHAT WE OFFER

A bespoke IF Workplaces package will:

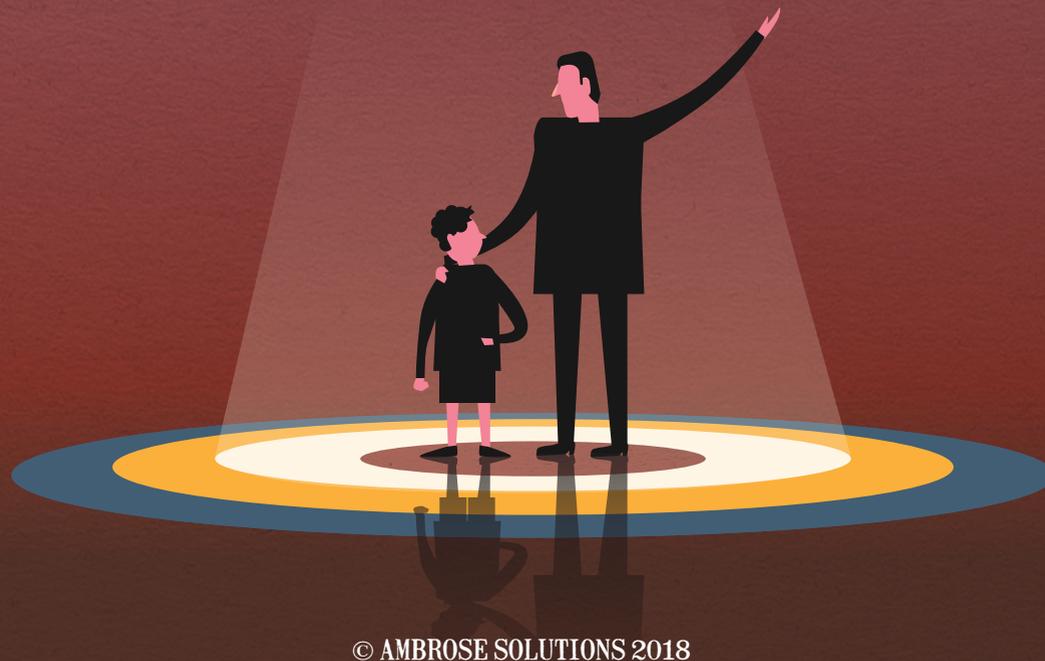
- **Raise Awareness** on mental health and wellbeing through employee workshops and provide training around using the IF tool.
- **Facilitate capability building** through workshops and support for leaders and nominated advocates.
- **Provide ongoing access** to the IF electronic support package.
- **Provide staff before and after evaluation** and online surveys.



# CAN WE HELP YOU?

For more information, contact us.

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