



Opening
Minds

MENTAL HEALTH
COMMISSION
OF CANADA

The ROI of Workplace Mental Health: What Leaders Need to Know Before They “Do the Math”

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About Us

Opening Minds is a not-for-profit social enterprise that provides training and the tools to talk about mental health, change negative attitudes, and reduce stigma related to mental illness.

Opening Minds was established by the Mental Health Commission of Canada (MHCC) and is the largest systematic effort in Canadian history focused on eliminating stigma.



Our Impact



1,000,000+

People Trained



1,600+

Organizations Supported



2,260+

Certified Facilitators

Our community and suite of tools allow reach in every province and territory across Canada.



Mental health clearly affects work, but many leaders aren't sure how to talk about its impact confidently.



6 billion is the annual indirect cost related to lost productivity in CAD.

500,000/wk
Number of workers unable to work due to poor mental health.

30% Of short and long-term disability claims are related to mental health issues.

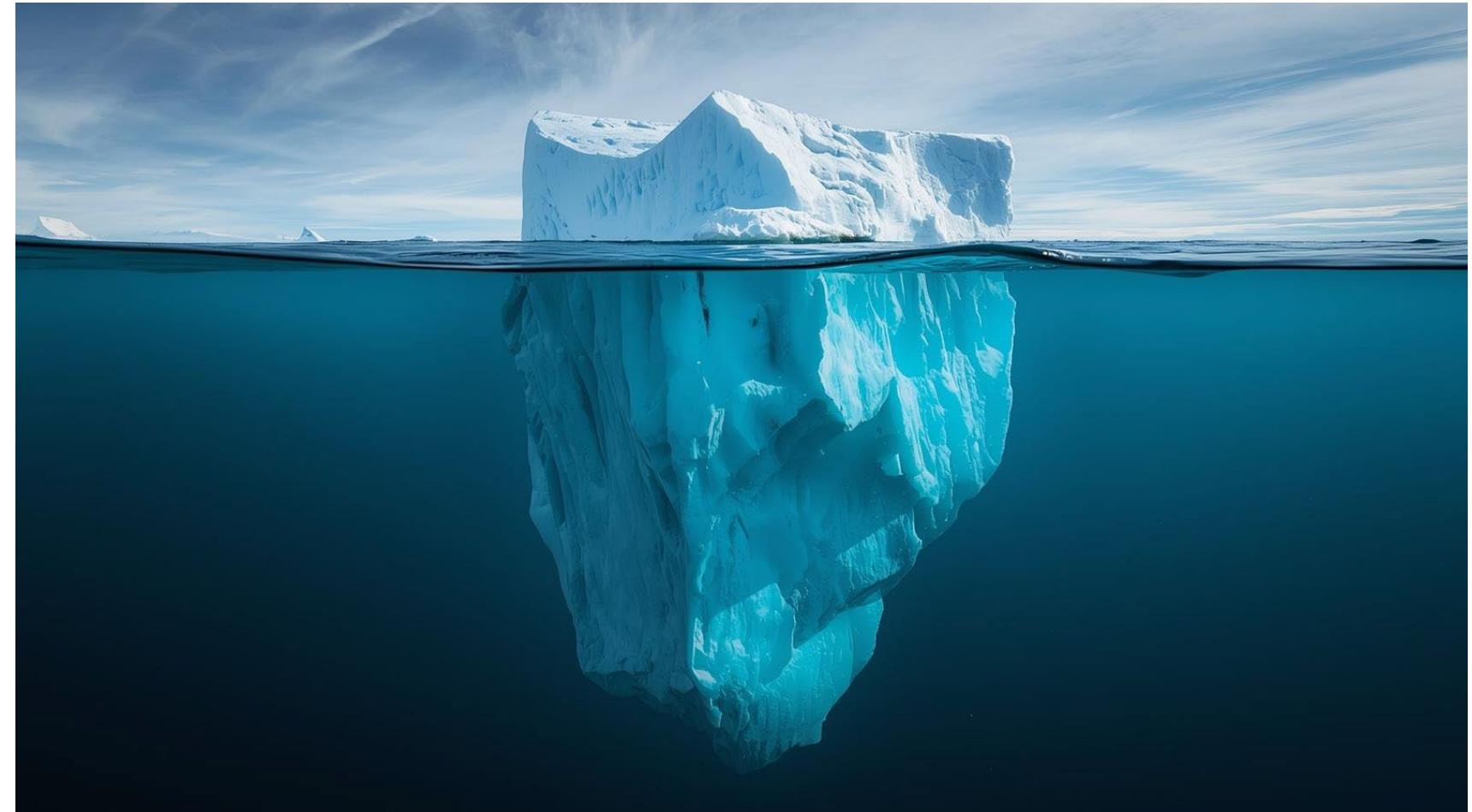


In Canada

The Measurement Challenge

What we see

What Drives Cost



Framing ROI Conversations

Guides leadership decisions

Frames mental health as a business issue

Keeps focus on what matters





The Cost Is Already There

- Organizations are already absorbing mental health related costs every day.**

What Changes Before ROI Improves

- **Conditions shift first**
- **Their effects become visible later**
- **Outcomes move last**

The Conditions That Shift Outcomes

- **Increased mental health literacy**
- **Shared, non-stigmatizing language**
- **Earlier recognition of signs of distress**
- **Supportive, appropriate action by role**

Literacy Enables Visibility



- You can't measure what isn't recognized
- You can't act on signals that aren't named
- Shared understanding connects drivers to outcomes



Strengthening the Conditions That Shape Performance

Grounded in evidence, not opinion

Focused on recognition, not diagnosis

Applied within everyday roles



Understanding the Starting Point

- **Visibility comes before ROI**
- **Context matters before calculation**
- **Baselines shape interpretation**



No single metric explains impact

Change over time matters

**Patterns strengthen
understanding**



**Looking at
indicators
together**

Why This Matters to Performance

- **Conditions shape behaviour**
- **Behaviour influences indicators**
- **Indicators move before outcomes**



What We've Actually Changed Today

ROI: from math → decisions

Outcomes → conditions

Capacity, not crisis



Continue the conversation

solutions@openingminds.org

Subject Line: ROI webinar



Questions or reflections?