



THE BURNT CHEF  
PROJECT

# WORK WITH US

BREAKING STIGMA  
&  
HEALING THE INDUSTRY





THE BURNT CHEF  
PROJECT

# ABOUT US





THE BURNT CHEF  
PROJECT

## OUR STORY

The Burnt Chef Project CIC is a registered global non-profit social enterprise dedicated to stamping out mental health stigma within the global hospitality industry through education and awareness and providing support to those who may be struggling with their wellbeing.



[www.goodmarket.global](http://www.goodmarket.global)





## THE BURNT CHEF PROJECT

I've been working closely within the hospitality industry for around 12 years and have seen first hand the struggles of mental health issues within the trade with myself, clients and friends.

Margins are slim and with increased focus on saving money both employers and employees feel the effect of this on their mental health.

Long antisocial hours, tough environmental conditions and pressures to perform are just some of the issues that hospitality professionals are fighting against on a daily basis.

Hospitality staff should be able to discuss the state of their mental health and gain support from their peers and employers. It's important that although mental health can't be seen it is regularly discussed and policies reviewed. This should be the new definition of 'badge of honour'.

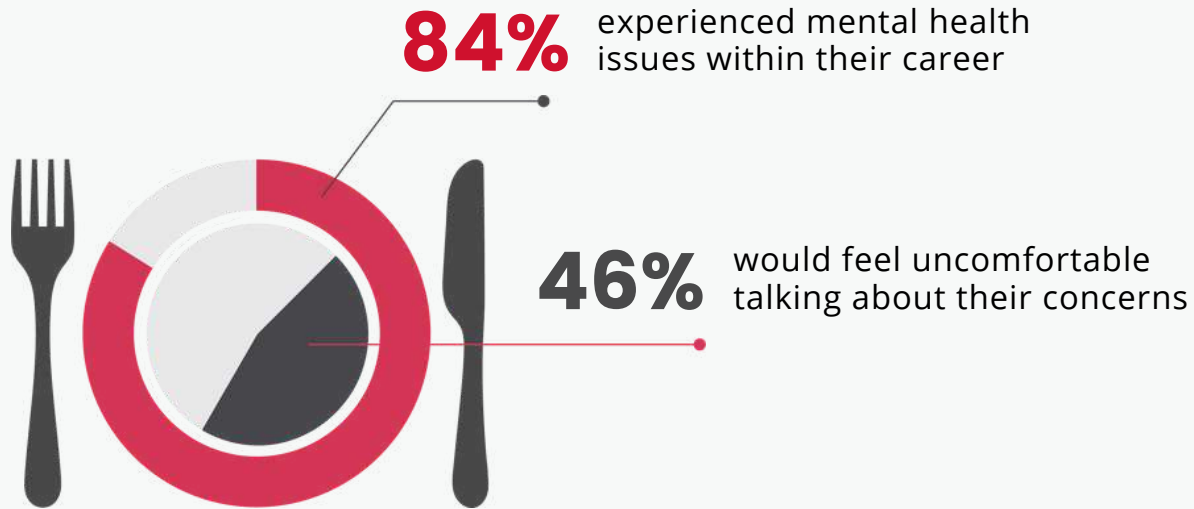
**Together we can burn away mental health stigma within hospitality once and for all.**

KrisHall  
Founder





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In May 2020 we conducted a survey of 1,273 hospitality professionals which showed that 8 out of 10 (84%) respondents had experienced mental health issues within their career and 46% would not feel comfortable talking about their health concerns with their colleagues.





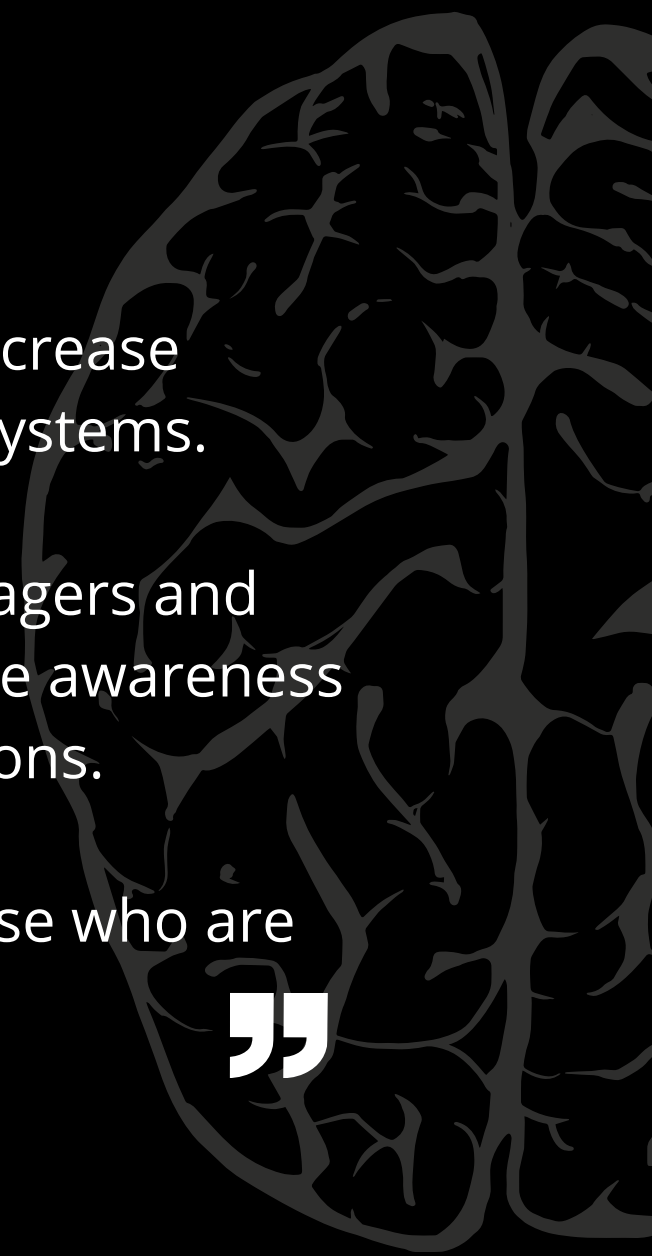
THE BURNT CHEF  
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We work with HR and People teams to increase engagement of wellbeing strategies and systems.

We build the capability of owners, line managers and employees by providing training to enhance the awareness of mental health and open conversations.

We also provide supportive structures to those who are experiencing ill mental health.



# OUR SERVICES

## AWARENESS



The Burnt Chef Shop



THE BURNT CHEF JOURNAL

The Burnt Chef Podcast



THE BURNT CHEF PROJECT AMBASSADOR SCHEME

International Ambassadors



Free College Talks

## EDUCATION



THE BURNT CHEF LEADERSHIP APPRENTICESHIP



Apprenticeships



THE BURNT CHEF ACADEMY

The Burnt Chef Academy



THE BURNT CHEF PROJECT

Hospitality Mental Health Training



MHFA England

Mental Health First Aid



Suicide First Aid Training



Menopause for Managers

## SUPPORT



The Burnt Chef Support Service



THE BURNT CHEF PROJECT AMBASSADOR SCHEME

International Peer Support



THE BURNT CHEF PROJECT

In partnership with Thrive

Wellbeing & Therapy App



Global EAP and Trauma Support



Global Incident Support

## DATA



THE BURNT CHEF DIAGNOSTIC TOOL

Peopleful

Psychology Led Data Tool



Surveys



University and Whitepaper Reports

## FUNDRAISING



THE BURNT CHEF SKYDIVE



THE BURNT CHEF LONDON TO BRIGHTON



25/03/24 PLATINUM SUITE EXCEL LONDON



THE BURNT CHEF PROJECT



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“

*Mental illness is the leading cause of sickness absence and long-term work incapacity equating to \$17 billion lost to Australian businesses each year*

”





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**WHY WORK WITH  
US?**



WE STRIVE TO SUPPORT OUR COMMUNITY AND BRING PEOPLE TOGETHER FROM ACROSS THE GLOBE.

WE'VE CONSISTENTLY DEVELOPED OUR TRAINING OPTIONS TO REFLECT THE NEEDS OF THE INDUSTRY.



THE BURNT CHEF JOURNAL

92

GUESTS INCLUDING

Paul Ainsworth, Nathan Outlaw, Trevor Bird, Roberta Hall, DJ BBQ, Aktar Islam

PODCAST EPISODES



110,000 DOWNLOADS

22

NEW TRAINING MODULES LAUNCHED FOR **FREE** INCLUDING RETENTION OF EMPLOYEES | MENOPAUSE FOR EMPLOYEES | FINANCIAL HEALTH | SUICIDAL BEHAVIOURS | BREATHWORK | SLEEP

468 MENTAL HEALTH FIRST AIDERS TRAINED IN HOSPITALITY SPECIFIC MHFA



MHFA England



WE'VE FACILITATED

7,943

CONVERSATIONS & PROVIDED **FREE** MENTAL HEALTH SUPPORT AROUND THE CLOCK

4600

MANAGERS FACE-TO-FACE TRAINED IN MENTAL HEALTH AWARENESS AND CULTURE CHANGE

OVER 122

COUNTRIES REACHED WITH OUR MESSAGE

OVER 20,500

HEALTH AND WELLBEING MODULES COMPLETED FOR **FREE** BY WORLDWIDE HOSPITALITY PROFESSIONALS VIA THE BURNT CHEF ACADEMY



HOURS OF TRAINING PROVIDED BOTH VIRTUALLY AND IN PERSON

8,546



165

INTERNATIONAL PEER SUPPORT NETWORK AMBASSADORS

OVER

3,700

STUDENTS TRAINED FOR **FREE** IN MENTAL HEALTH AWARENESS AND STRESS REDUCTION ACROSS 103 CULINARY COLLEGES



# Thrive Mental Wellbeing

2022 saw us launch Thrive Mental Wellbeing to the hospitality industry. The only NHS digitally compliant, clinically effective app supporting the prevention, early detection and self-management of common mental health issues for organisations.



# 93%

OF PEOPLE HAS SAID IT HAS HELPED THEM MODERATELY OR EXTREMELY

# 82%

Thrive Recovery Rate

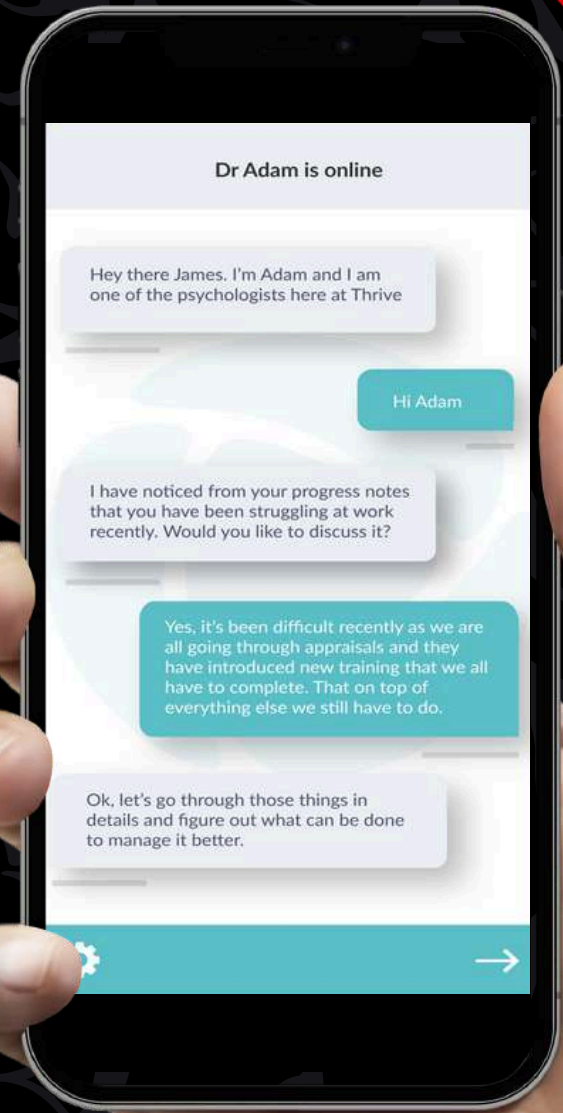
COMPARED TO THE PUBLIC HEALTHCARE SYSTEMS AT 56%



"I have been using the Thrive Mental Wellbeing App daily for a good few months now. I have worked through the CBT program and will revisit it often. I have done CBT as group therapy as part of my addiction recovery program and the model on Thrive is very informative and easy to use.

The wise words brain teaser is a welcome distraction when I need to forget about the world for a few minutes and the sleep/breathing sections are equally worth a try."

Duncan, an Ambassador for The Burnt Chef Project



**\$65**  
PER PERSON  
PER YEAR

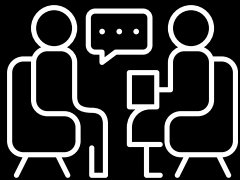
# THE BURNT CHEF SUPPORT PROGRAMME (AVAILABLE GLOBALLY)

The Burnt Chef Project offers another first-of-it's-kind. A truly Global EAP that offers counselling and information support to employees as well as their dependents. This EAP includes:



## 24x7 Adviceline

- 24/7/365 days a year, text, email, or live chat adviceline (Global)
- Confidential in-the-moment support
- Staffed by fully qualified counsellors without the need to go through a call handler or advisor first



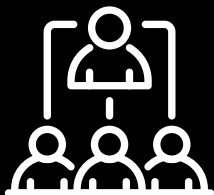
## Structured Solution Focussed Therapy (SFT)

- Access to free clinical referral
- Access to up to 6 counselling sessions face-to-face, telephone, or online



## Lifestyle Services

- Information on all work/life issues and access to professional support services offering emotional, psychological, and practical help.
- Debt Advice and Information (Global)
- Family & Eldercare Support Advice (Global)



## Managerial Adviceline

- Free information and support for people leaders

**\$65**

**PER PERSON PER YEAR  
FOR BUSINESSES**

# TRAINING SESSIONS AVAILABLE

## MANAGERS INTRODUCTION TO MENTAL HEALTH AWARENESS

3 HOURS

10 - 16 Delegates

**AUS \$150 per person**

This 3 hour course provides managers with the basic skills and helps to improve confidence needed to:

- Understand the impact of poor mental health on their team
- Pro-actively tackle workplace stress
- Improve their ability to identify potential mental health issues
- Increase confidence around how to open a courageous conversation
- Practise active listening and empathy
- Signpost to relevant support systems

## WELLBEING CHAMPION - MENTAL HEALTH AWARENESS

3 HOURS

10 - 16 Delegates

**AUS \$150 per person**

Create your own internal wellbeing committee to support your company wellbeing objectives and provide additional support to teams.

This 3 hour course is similar to the Managers Mental Health Awareness session and provides Wellbeing Champions with the basic skills and helps to improve confidence needed to:

- Challenge mental health stigmas
- Support managers in tackling work-related stress
- Improve their ability to identify potential mental health issues with peers
- Increase confidence around how to open a courageous conversation
- Practise active listening and empathy
- Signpost to relevant support systems both internal and external

## INTRO TO PSYCHOLOGICAL SAFETY TRAINING

2 HOURS

10 - 22 Delegates

**AUS \$150 per person**

This course is designed for managers to take actionable steps to create Psychological Safety and foster inclusion and belonging on their team. Belonging is personal. It means something different to everyone, but there are practical steps you can take to create the conditions for everyone to belong by creating a shared sense Psychological Safety and inclusion. In this course we'll cover:

How to manage your team foster inclusion and belonging

- Why fostering inclusion and belonging at your company is ongoing work critical to your success
- Steps to building Psychological Safety on your team to foster inclusion
- A framework for having brave conversations about inclusion and belonging with your team
- Tools and resources to understand what belonging means for all individuals on your team

## MENTAL HEALTH FIRST AID TRAINING (BLENDED)

2 HOURS

6 - 12 Delegates

**AUS \$330 per person**

The Blended Workplace Training has been the most popular package throughout the past few years as it allows the workplace flexibility and more time for staff to work through their modules and continue business as usual.

Our recommendation is to complete this package within a two-week period.

INCLUDES: 5-6 hours of self-paced E-Learning modules.

Must be completed prior to virtual or face-to-face training with MASS instructor.

2 x 2.5-hour virtual trainings with MASS instructor

IN PARTNERSHIP WITH



# TRAINING SESSIONS AVAILABLE

## THE BURNT CHEF'S LEVEL 4 BUSINESS LEADERSHIP & MENTAL HEALTH MANAGEMENT COURSE



For international employers we deliver a Level 4 Business Leadership & Mental Health Management programme which would include the following:

- A Level 4 Management & Leadership Qualification (Chartered Management Institute)
- Level 3 Managing Mental Health in the Workplace (Highfield Qualification)

Candidates can undertake the programme at different 'sizes' depending on how much they wanted to develop and what their areas of development interest are. Currently we offer a certificate and a diploma:

A **certificate** requires 3 of any of the following to be completed:

- Managerial Styles and behaviours
- Understanding organisational culture, values, and behaviour
- Understanding team dynamics
- Management and leadership influencing skills.

This has the additional benefit that a learner who signs up for a certificate can 'purchase' additional units to bulk to a diploma and also those that register for a diploma can stop at certificate level should their situations change.

**AUS \$5,000**

The units required for the **full diploma** are as follows:

- Managerial styles and behaviours
- Managing stakeholders' expectations
- Understanding organisational culture, values and behaviour
- Personal development as a manager and leader
- Management and leadership influencing skills
- Introduction to management coaching and mentoring

**AUS \$9,800**

*With either a certificate or diploma, each unit runs for a period of three months and would include 3 x 2 hour delivery sessions (online) and is supplemented by semi-autonomous learning where learners develop themselves through 'management direct'.*

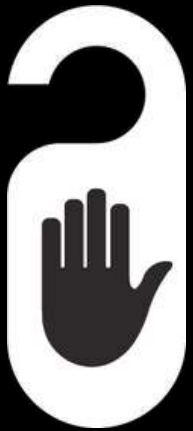
*This qualification is assessed through assignments which would need to be submitted at the end of each 3 month period for marking.*



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**In 2019, a total of  
700,000 suicides were  
registered in the world  
by WHO**



**Only 22% of full-time  
workers in Australia, with  
signs of common mental  
illness, receive treatment  
for their mental health  
problems**





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# ROADMAP

## MENTAL HEALTH STRATEGY



### LAUNCH/ACTIVATION

1. Review any existing data to ensure roadmap has best chance of success
1. Introduce The Burnt Chef Project to leadership team
2. Cascade communication through all employees
3. Hold launch event
4. Detail next steps including resources & training

### ROLL OUT TRAINING

1. Launch Mental Health Awareness training with leadership teams and wellbeing champions
2. Gather feedback
3. Follow up training with 'How to Manage Mental Health in the Workplace' training to improve confidence
4. Identify gaps and target accordingly



### LAUNCH SUPPORT SERVICE

Full launch event for support service including wellbeing champions and leaders

- Empowers individuals to manage their own mental health
- Reduces risk of critical illness
- Improves recovery rate and productivity
- Reduces turnover related to mental illness and boosts recruitment interest
- Gather MI reporting data and review

### REVIEW PROGRESS

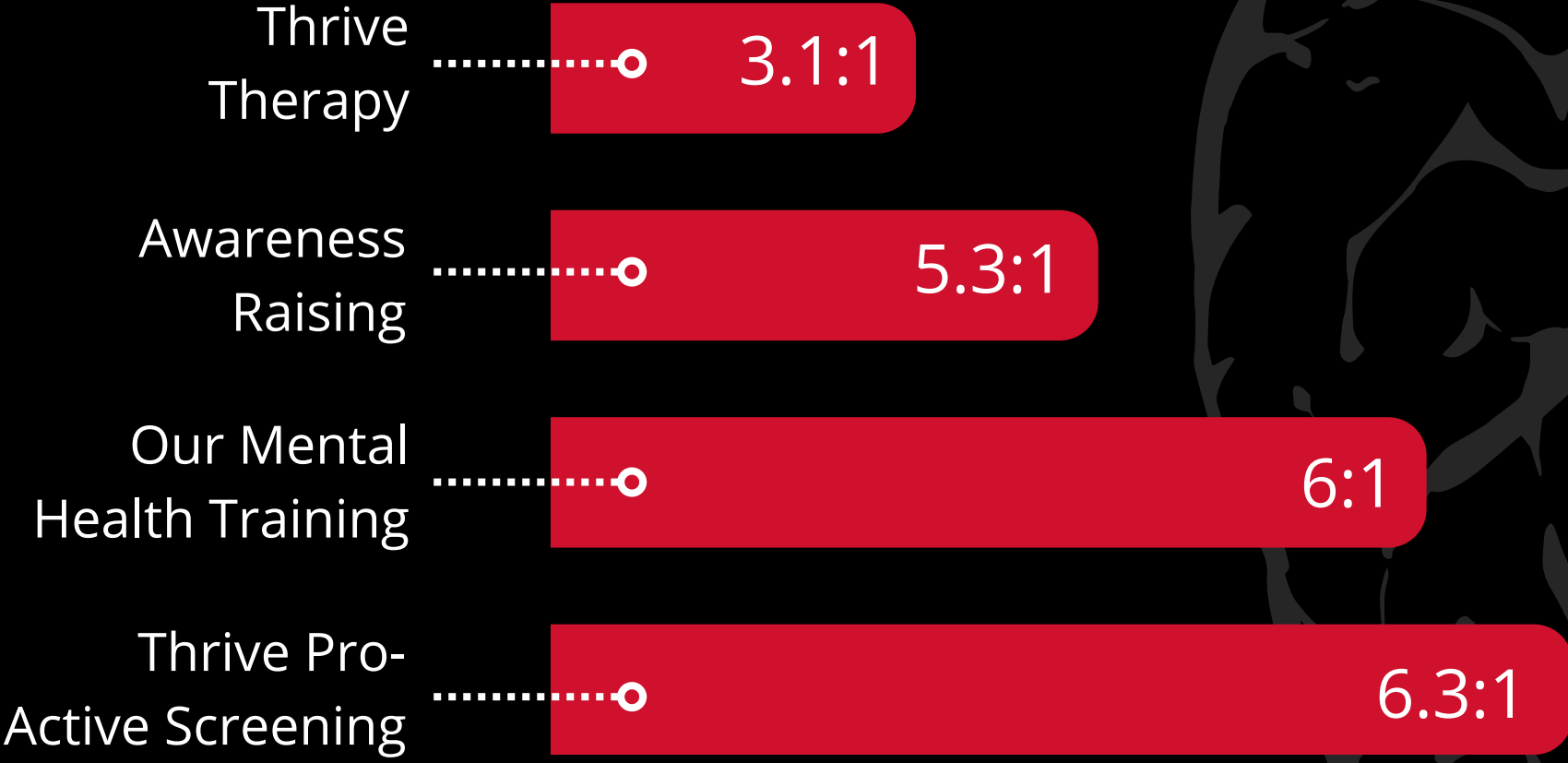
1. Review data points
2. Ensure impact targets are being met
3. Deliberate next steps
4. Gather testimonials



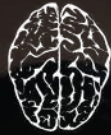
**FINISH**



# WHAT BENEFITS CAN COME FROM A BURNT CHEF PROJECT PARTNERSHIP?



*Deloitte Mental Health Report 2023: Average ROI by type of intervention*



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The Burnt Chef Project challenges mental health stigma whilst educating and supporting individuals and businesses within the hospitality ecosystem

**84%** experienced mental health issues within their career

**46%** would feel uncomfortable talking about their concerns



We're here to change that...



WWW.THEBURNTCHEFPROJECT.COM  
FOLLOW ON SOCIAL MEDIA



**“ BUT I'M  
FIT AND  
HEALTHY ”**

IT'S EASY TO NEGLECT  
OUR MENTAL HEALTH...

REACH OUT AND TALK  
TO US

FOR FREE, CONFIDENTIAL  
SUPPORT WHEN YOU NEED IT

Find support here: 



+44 (0)20 7938 0963 (Global)



burntchef@cicwellbeing.com

We're here to change that...



WWW.THEBURNTCHEFPROJECT.COM  
FOLLOW ON SOCIAL MEDIA





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## LEAD THE CHANGE IN 2024

We believe a partnership should be exactly that. We will work with you to create a unique relationship that helps combat mental health issues within your organisation and meets your corporate social responsibility objectives.

**Partnering with us is about much more than just raising money. It is about creating a difference to people's lives and improving our industry.**

In whatever way we decide to work together, you, your employees and your customers will be at the center of everything we do.

Together we will educate and empower your teams to use their skills to help drive positive change to employee wellbeing, company culture and directly impact customer satisfaction and net operating profits.

**With a reported increase over the recent COVID pandemic in mental health issues and suicide rates within the UK, our position within the market is more vital than ever. We are committed to fighting the stigma of mental health and increase awareness of the subject matter so that together we can create a safer, more vibrant industry for both current and future generations.**

*Thank you.*



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# CONTACT US




**Kris Hall**

Founder

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