



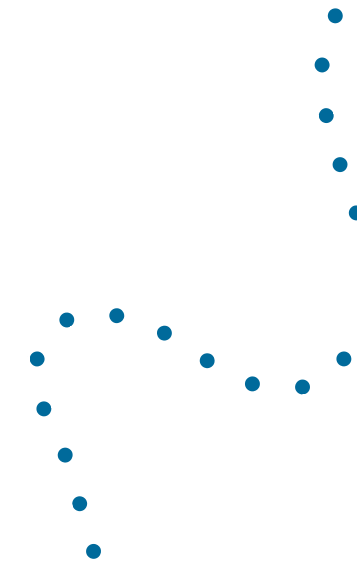
Corporate Counselling Buyers Guide

*Counselling Support for
Resilience & Productivity*



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Hi!

Are you or your staff finding that your anxiety levels are skyrocketing? Like you don't know whether you're coming or going and you'd just like to get off the (not so) merry-go-round!

We've had a few years now of adjusting to new restrictions placed on us and, at times, it's felt like an endless loop of lockdown after lockdown. For some people, the seemingly sudden return to the workplace came as a relief. However, for many this comes with a huge heap of anxiety, extra stress and for some, the impacts of new Brexit regulations or even redundancies.

With everyone now adapting to the new "normal" and 66% of businesses now needing to offer hybrid and remote working, it's no wonder some might feel stressed, isolated or overwhelmed.

If you or someone you work with is struggling to adapt then this Corporate Buyers guide for Counselling might be of interest.

My best wishes for you and your business.

Sarah Cunliffe

Established Harley Street Emotional
Therapeutic Counsellor & NLP practitioner

Counselling Support for Resilience & Productivity

If you are seeking to:

- Reduce absenteeism and lower presenteeism rates
- Reduce your sick pay and recruitment costs
- Realise your staff potential
- Improve productivity and profitability
- Build resilience for consistent performance
- Provide Disciplinary Counselling
- Learn more about your employee's problems so you can help solve them if appropriate.
- Maintain a good company reputation for staff well-being & continue to attract high quality candidates
- Support staff who may be going through redundancy or experienced some kind of exposure to trauma in the workplace or who are experiencing other mental health issues – e.g., grief, depression, anxiety

Then True Freedom can help.

We are a Harley Street recognised high quality, results focused, online counselling practice with over 10 years' experience working with business owners, senior leaders and individuals in private and corporate practice.



If you or your employees are struggling with self-limiting beliefs, self-doubt, imposter syndrome, anxiety, confidence and self-esteem issues, time management or overwhelm.

All of which can lead to stress and eventually burn out then we are here to help.

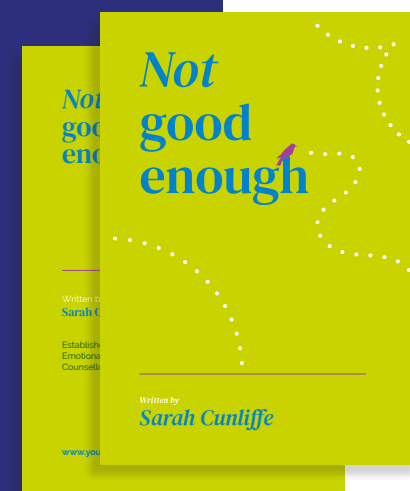
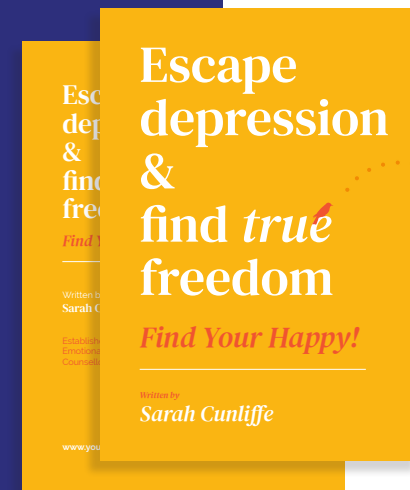
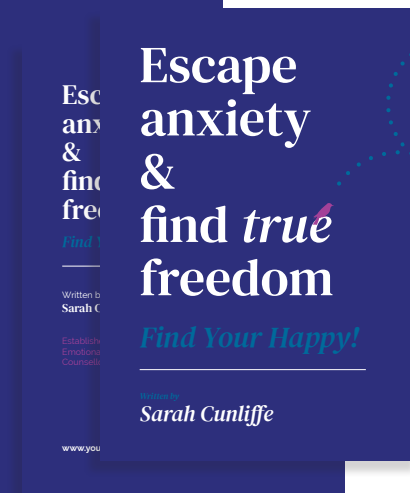
Additional Support & Resources

During these turbulent times we can also support those:

- Employees at risk of redundancy
- Managers who are breaking the news
- The people leading the consultation
- Employee representatives
- Those staying on (stress from seeing colleagues and friends being made redundant and uncertainty about what their new role or work might be like)
- Staff anxious about returning to the office

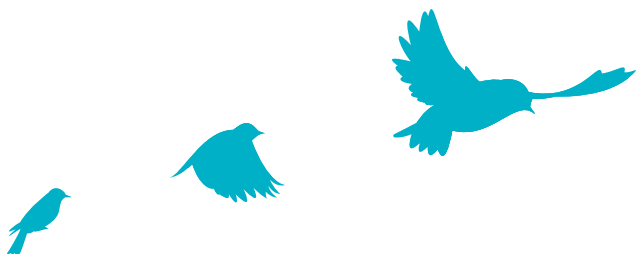
We also have eBook and self-help video packages available on licence for your staff to use as well. For Depression, Anxiety and the feeling of being good enough.

“I found these books incredibly useful. They really helped me turn a corner with my mental health. They offer a great deal of support to begin your journey of self-healing.”





Why choose us for your Staff wellbeing?



- The last 2 years has seen True Freedom triple in size whilst growing a reputation as a leading counselling practice that delivers quality results for its corporate & individual clients.
- We understand the big picture, challenges & emotional needs of staff, management and business owners going through change and transition and will listen to what you want to achieve. We provide Performance, Disciplinary & Personal Counselling.
- Prior to setting up True Freedom Sarah Cunliffe had over 25 years of experience working in Business & was a Delivery Assurance consultant responsible for the correct delivery of business change projects, programmes & portfolios for businesses including EDF Energy, Nationwide Building Society, Dyson, Government agencies & private sole traders. She was also Chair of the Emergency Response Team at the South West Regional Development Agency, a cross agency team set up to support businesses & employees going through large scale redundancies or closure and liaising with Business Link, the Learning and Skills Council, Jobcentre Plus and other organisations in the South West which gave her good insight.
- 10 years of experience working with over 1000 clients face to face in a clinic before going full time in online counselling for clients globally. Best practice -With fully qualified, experienced, BACP Registered and or National Counselling Society Accredited Counsellors your staff will have the peace of mind of knowing they are in safe hands.
- Our Counsellors keep up to date with the latest informed approaches in Counselling/NLP or other Integrated approaches
- Your Counsellor is monitored by a Therapist Supervisor to ensure they are fit to practice and operating in adherence with the Code of Ethics.
- All Counsellors are DBS* Certified & Compliant with the Data Protection Act 1974 and GDPR requirements. Password protected online Zoom sessions and secure data storage off site. We have our own counsellor onboarding checks in addition to our vetting process using Reed services.
- Full Professional Indemnity and Public Liability Insurance
- A clear understanding of the professional boundaries and sanctity of the Therapeutic Relationship which only exists within the counselling session and safeguards the client.

* (British Association for Counsellors and Psychotherapists)
*(Disclosure Barring Service) The Disclosure and Barring Service helps employers make safer recruitment decisions each year by processing and issuing DBS checks for England, Wales, the Channel Islands and the Isle of Man. DBS also maintains the adults' and children's Barred Lists and makes considered decisions as to whether an individual should be included on one or both of these lists and barred from engaging in regulated activity.

How we will deliver these results for you



Each counsellor has their own approach however our training is comprehensive and we are experienced in counselling in depression, anxiety, loss, self-esteem issues, bereavement, Trauma and PTSD.

anger management, abuse, shame, relationship issues, divorce, stress management, imposter syndrome. We each use bespoke techniques and approaches and examples might include:

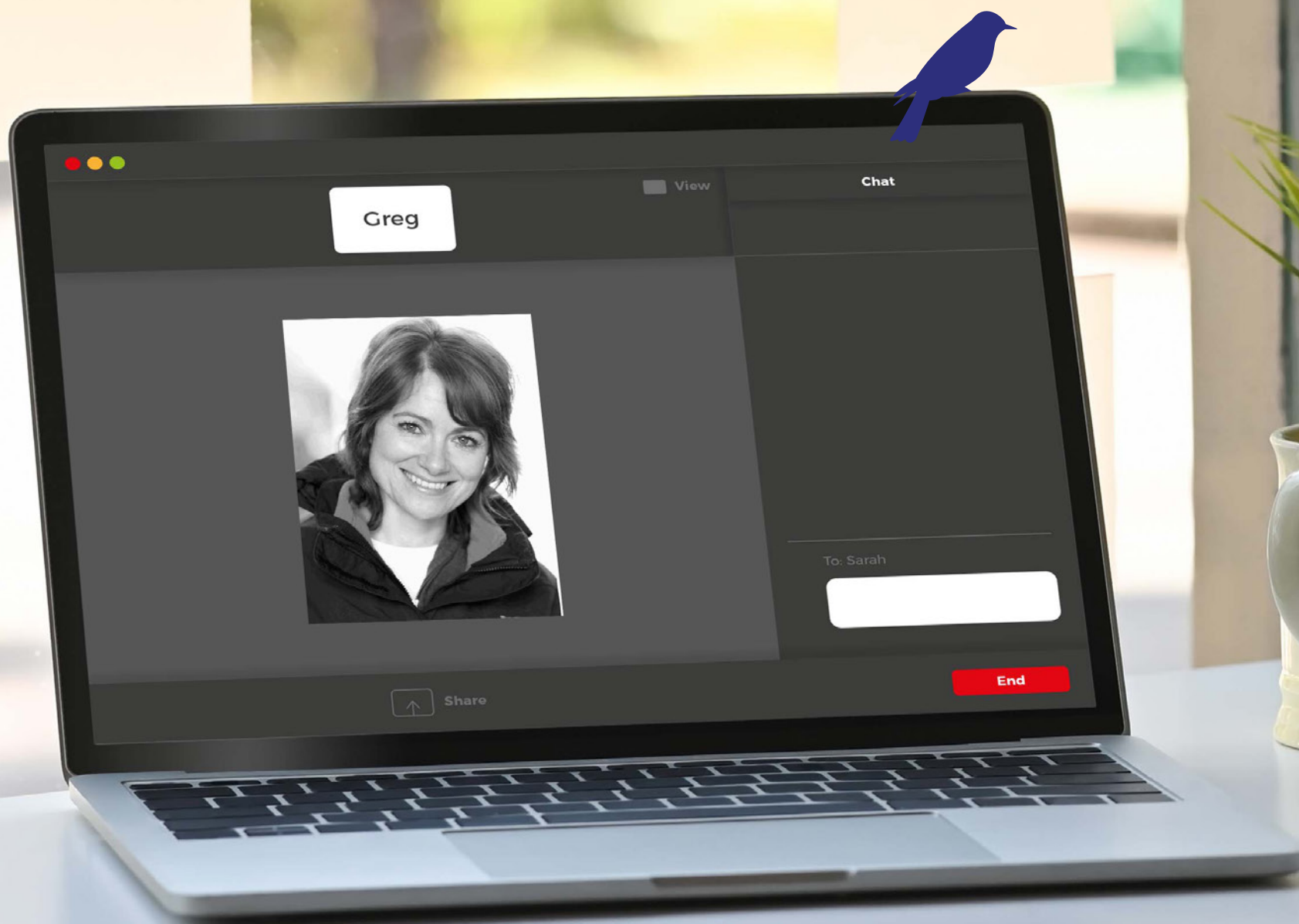
- Discovery work – Life Events impact
- Discovery work – Personality types
- Identification, release and resolve of historic emotional wounds in your subconscious mind to resolve deep anxiety/depression
- A Timeline of the employees' life to understand any historic trauma
- Drawing tools and writing tools
- Questionnaires that will reveal what role you unconsciously took on in your family (for imposter syndrome)
- Various types of journaling/self-care work
- Short Term Coping Strategies for stress and anxiety
- Emotional Inventories
- Breathing exercises
- NLP for anchoring new beliefs and overcoming habits and PTSD.
- Visualisation to gather information
- A Healthy Lifestyle Review
- Self Help Books and videos in Depression, Anxiety and Not Feeling Good Enough including hypnosis
- Coaching Managers in Active Listening skills with employees
- Supporting Managers with staff who are experiencing stress
- Time Management Mentoring
- Assertiveness Mentoring
- We are familiar with the Health and Safety Executive (HSE) risks assessments which include work-related stress.
- We understand the importance of Team cohesion, articulating a sense of purpose, effective communication and over learning of critical skills.
- We can provide suggestions & information on exercise, diet, alcohol consumption, smoking, drugs, leisure/hobbies, sleep, working hours, time management, self-care & posture.



Online

Why clients love Online once they try it!

- Convenience and more flexibility to fit around client's changing schedules
- No service disruption even if client is ill or we are in a pandemic
- "No time-wasting travelling to a clinic or parking costs"
- "Sessions being available online when I haven't been able to make it to a clinic – very helpful"
- "I've been pleasantly surprised by how easy it's been to maintain a connection/ keep it feeling personal"
- All tools and sessions provided online via encrypted Zoom sessions available on all devices
- Online Bookings Diary & multiple payment facilities.
- Free cancellation up to 48 hours before session





Our packages

	True Freedom <i>(included)</i>	True Freedom PLUS <i>(included)</i>	True Freedom PREMIUM <i>(included)</i>
Employee 6 session package <i>(min 3 employees per quarter)</i>	£975	£995	£1020
Experienced, skilled online counselling sessions <i>(50 min per week, 6 sessions minimum, 3 employees per quarter)</i>	Y	Y	Y
A swift response and a warm welcome for all enquiries and session booking requests facilitated by True Freedom's confidential personal assistant	Y	Y	Y
Full GDPR automation	Y	Y	Y
Disclosure barring service <i>(DBS)</i> certified counsellor	Y	Y	Y
A self-care journal, self-care tools	-	Y	Y
Neuro Linguistic Programming for PTSD and trauma recovery	-	Y	Y
Handling your emotions in the workplace coaching and time management tips if needed	-	Y	Y
As required, an additional FREE of charge 30 min counsellor support call available within 48 hours between Monday - Friday 10am-5pm <i>(once a month)</i>	-	-	Y

Book 15 minutes with Sarah and receive a FREE 50 minute Zoom consultation for yourself or a member of staff.

6 Sessions will cover current issues and immediate interventions but for deep historic trauma clients would need on average 16 sessions.

All sessions are held via Confidential encrypted Zoom video sessions on a laptop or computer in a private room in the workplace or in the employee's own time.

Boundaries

We have a very clear understanding of the professional boundaries and sanctity of the Therapeutic Relationship which only exists within the counselling session and safeguards employers, employees and the Counsellor. This is our job, however, for you we appreciate these are your lives.

We are very lucky that in our roles we get to see clients' change their lives & businesses for the better as a matter of course and it's a privilege to witness but we also know when it's time to step out of your life again:

- The moment you don't need us anymore
- Then we know we have done our job right.

Cancellations

"Why do you have a cancellation policy?"

If an employee cannot attend a session, they must inform the bill payer and ourselves by email with 48 hours' notice between:

Monday and Friday by 9am.

Our offices close 5pm Fridays.

No cancellations will be received on weekends.



Investment

"Why should I invest in True Freedom counsellors over other counselling services?"

Working with you we get you the 'Results' you really want and we don't hang around. Clients tell me they feel they are making progress from session 4.

Counselling is an investment and a commitment too but it's important that in the same way you or your staff see a qualified Doctor or Specialist if you are physically unwell it's as important you see a Counsellor who is well trained, skilled, quality therapist, up to date with the latest findings and assured by an experienced Supervisor.

You are not locked in on long term contracts but simply the cost of the packages you choose and then if you or your employee wish to continue, they your business or the members of staff can choose book further sessions. Your staff are also welcome to continue seeing their counsellor privately afterwards should they need further help or deeper support.

For the very latest prices please view our Fees page on the website however we show our prices in this Buyers guide as they were when going to print.

After care

When your staff are ready to move forwards we offer adhoc Maintenance sessions so that you or your staff can return and review how you are finding putting the techniques into action but also to allow you to fine tune your responses to situations and clarify anything with your counsellor.

This is a time for you or your staff to ask questions, discuss any situations you find yourself in and chart your progress.

Greater impact on lives

Counselling not only brings you happiness, calm, fulfilment and peace it very often also brings welcome changes into your life in the form of better productivity, motivation, a reduction in sick pay, healthier or new relationships, job progression, more recognition, more adventure, more meaning and purpose, freedom and a life you can truly enjoy living.

Success Stories



“Depression isn’t a life sentence and I urge anyone who is suffering to reach out to someone and from personal experience you couldn’t do better than going to Sarah.”

Andy found himself trapped in a shame cycle of perfectionism and mask wearing

'Andy' a normally high flying, intelligent, talented Director in a young up and coming agency came to me frazzled, tired, stressed out and very anxious. A perfectionist all his life Andy had worked himself into the ground when the business was growing faster than it could deliver. With blinkered viewing he felt he had failed and this knocked his self-esteem, he felt overwhelmed and found himself no longer productive.

Together we identified his sense of worth was based on him being perfect and always appearing to be successful even if actually he was working doubly hard in the back ground to present this image. As a survival technique he never asked others for help and was very critical of himself. He never spoke about his fears or anxiety and this put even more pressure on him. The roots of those limiting beliefs were developed when he was a child and now these were still driving his lack of self-care, the negative critical chatterbox in his head and leaving him feeling joyless and unable to achieve unrealistic goals.

"I started working with Sarah at the beginning of this year. From the first time that we spoke, she put me at ease and made me feel comfortable. Over the course of our sessions, we dug deep and I not only learned a lot about myself, but managed to tackle all of the issues I first came to her with. (And more!)."

Her knowledge and expertise are fantastic, and she even managed to weave in business advice based on her own personal experience. You simply cannot go wrong speaking with Sarah, and I would whole heartedly recommend her to anyone."

Tim turned to me when he was suffering with Depression

Tim a successful executive had been suffering with depression, bad sleep, low self-esteem and anger issues for as long as he could remember but couldn't understand why. He had loving parents & fundamentally a good life. Using tools, techniques, visualisation and detailed history taking I was able to draw out a lot of shame based angry feelings experienced during secondary school held frozen in time in his subconscious mind. Together we were able to identify how his school age self-felt 'as if no matter what he did he was never good enough' and in order to hide this feeling and be acceptable to others he had unconsciously suppressed his true self to please others.

So, to collapse Tim's depression I helped him identify and let go of his child self's limiting beliefs about himself, validated his right to be his original true self (currently suppressed and hidden); empowered him to strip away his false self-persona/mask & safely release his angry suppressed feelings - freeing him of his depression forever.

After this he restored his sleep, reviewed his current job and took a sideways transfer to a better suited and more interesting one, he and his girlfriend moved into together and started working up their shared dreams and goals for the future.

Decades of suffering stopped after just 18 sessions.

"Working with Sarah has taken me from absolute rock bottom to a place in my life where I'm no longer trapped in the cycle of depression and anger. Sarah is warm and easy to talk to, I was able to open up and unearth memories and feelings that I hadn't explored in decades."

“It is not an understatement to say that working with Sarah has changed my life. If anyone out there is feeling low, suffering from depression or suicidal thoughts you don't have to.”

Rachel approached me when she was suffering with Anxiety

Rachel a pragmatic, cheery, intelligent physical therapist came to see when she realised, she could no longer cope with the physical and emotional impacts of anxiety that she had been suffering with in recent months. We identified that she had had been betrayed and let down by a close friend and this had in turn triggered the earlier trauma of loss, tragedy and emotional abandonment experienced earlier in her life.

With a combination of tools, techniques, talking, breathing exercises and practical immediate steps to take to counter and reset her brain's early warning system for fight or flight mode she was able to not only get back in control and feel like herself again, she learned to constructively assert herself. Together we were able to eradicate her limiting beliefs, restored healthy sleep patterns, helped her heal her feelings of abandonment, express her anger, get her self-esteem back on track and restored her smile! Afterwards Rachel shared she was much more relaxed, not worried about anything, confronted her friend who apologised and established new boundaries but saved their friendship. She also laid her traumatic past to rest and felt more at peace.

"I arrived at Sarah's door in a bit of a mess... huge anxiety, loss of self-esteem and unfinished business with a lot of the loss in my life. Quickly, with a fantastic history taking session and adept questioning, she seemed to be aware of what the problem was. Sarah has a wonderfully incisive style and made progress with me very quickly. Her recommendations for exercises and improving my sleep worked very quickly and effectively and the homework she gave me moved me on so much faster than if we had been just talking every week"

Raoul always felt deep down that no matter what he did he was Never Good Enough – 'I think there is something wrong with me' he used to say.

Raoul, a bright graduate hauled himself into the waiting room- tired sunken eyes downcast and turned away. Since he was 8 years old, he had experienced a terrible sense of being a failure, not good enough and suffered with extreme social anxiety and no friends. Very self-critical he was afraid I might judge him or think him silly for asking for help. I explained to him about how trauma can affect the brain's early warning system and these affects combined with deep personal feelings of shame and fear experienced through childhood bullying had caused his limiting beliefs about himself and his social anxiety. During his sessions I encouraged him to imagine a resourceful, assertive, articulate version of himself and revisit some of his childhood shame scenes via Visualisation where he had the chance to re-do the scene and handle it differently and say what he had always wanted to say. He was also able to give his feelings of shame back to the school bullies who had given it to him. Releasing painful suppressed subconscious feelings, identifying & debunking limiting beliefs, rescuing his school age self and sticking it to the bullies gave Raoul a sense of power and control again and having expressed his anger he found his voice and confidence.

After sessions Raoul no longer associates with a victim mentality nor cares so much what other people think of him, Raoul now knows who he really is and feels at peace with himself, living his life with integrity and with a clear meaning and purpose. He has since changed career to something that makes him happy and fulfilled and he is developing his friendship group now.



To arrange a free consultation
for yourself or your staff
member contact us on:

0203 693 3925

info@yourtruefreedom.co.uk

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