

WriteWell.

Write yourself a brighter future

A new approach to supporting a positive mental health
culture in the workplace.

Poor mental health = employee absence + employer costs

Covid-19 just made things worse
for employers and employees.

The Problem

**Proven mental health
interventions are
costly**

Access to tools and support
is hampered by long waiting
lists.

The Solution

**Creative and therapeutic
writing strategies
proven to benefit mental
health.**

A self-help toolkit for preventive
wellbeing and a tool to support
clinical intervention post-
diagnosis.

Delivered via an established
and successful digital
community learning model.

Our 4 pillar approach to writing for wellbeing in the workplace



Testimonials show the impact of our approach

“

The community was what really buoyed me up – more than I could have imagined.

“

I've been moved through sharing with the group. I found that heart-warming and life-affirming.

“

Writing has proved to be a precious distraction from living with an illness, and when I'm deeply engrossed I appreciate it all the more.

“

I have been enlightened, challenged and inspired.

“

I think this course will keep on giving long after it has ended.

How WriteWell works

Monthly subscription gives access to therapeutic tools and activities in a supportive community:

- Creative games and starter activities for those new to writing
- Writing tasters, prompts and quizzes to boost positivity, enhance mood and introduce self-care
- Self-study options plus supportive small group classes
- Month-long courses in writing for relaxation, resilience and creativity
- Live online workshops with inspirational speakers
- Reading groups and forums to share writing
- Supportive community rich in wellbeing resources

Members choose their own pathway to preventive wellbeing and recovery

Benefits for employees

Supportive community

Realising you are not alone

Trained mental health first aiders overseeing activity

Learning within a group results in improvements in mild to moderate mental health symptoms [Ref](#)

Wellbeing and recovery toolkit

Access to practical activities and community offers self-care at any time of day or night

Increased positivity, resilience and calmness

Expressive writing benefits people with depression [Ref](#)

Creative skills development

Being creative encourages a sense of wellness

Gaining new skills brings pleasure and a sense of achievement

Engaging with stories offers health benefits [Ref](#)

Digital learning

Learning a shared language to express ideas brings people together

Boosted problem-solving and creative thinking

Lifelong learning benefits professional development [Ref](#)

Benefits for employers

Supportive community

Keeps individuals connected with workmates

Third-party provider may encourage people to open up more easily

Employees feel empowered
- online community benefits are well established [Ref](#)

Wellbeing and recovery toolkit

Tools to help your teams through difficult times

Starts conversations in a non-threatening way

Benefits those unable to discuss their feelings openly [Ref](#)

Proven self-help strategies for a portfolio of employee support

Creative skills development

Engaging in creative activities is empowering and fun

Creativity cited by employers as the most in-demand soft skill [Ref](#)

Digital learning

Makes premium-standard learning accessible to all

We manage the service, freeing up your time

Increased team-building for home-working and international teams

Professionally upskills workers while benefitting mental health

Why we are the best people to do this

- ✓ Academic pioneers in online education since 2007
- ✓ Experts in therapeutic and creative writing
- ✓ Established core of educators and learning technologists
- ✓ Leaders in developing supportive community-based digital learning
- ✓ Developers of dedicated AI to identify subscribers needing more help
- ✓ Growing team of trained therapeutic writing practitioners and moderator guides

Commercial options

Choose how to bring WriteWell into your workplace:

- Individual subscriptions – monthly or annually
- Bulk discounts available for multiple subscriptions
- White label for your organisation – tailored version of WriteWell to dovetail with your in-house resources
- Become a development or evaluation partner – join our steering group
- Be a marketing partner – spread the word about WriteWell to your audience for a discount or referral fee

Maybe you have more ideas for creative collaboration – let's talk

Let's Talk

Get in touch to find out more about working with the WriteWell community



Christina Bunce

Director

christina@writewellcommunity.com



Paula Winzar

Outreach and Partnerships

paula@writewellcommunity.com



Kathryn Godfrey

Business Development Lead

kathryn@writewellcommunity.com

Research shows the benefits of writing on mental wellbeing

[Writing about upsetting experiences produces long-term improvements in mood and health](#)

[Health benefits of writing about life goals](#)

[Arts as a tool to promote public health and wellbeing](#)

[Forming a story - the health benefits of narrative](#)

[Benefits of expressive writing on healthcare workers' psychological adjustment during the COVID-19 pandemic](#)

[Emotional and physical health benefits of expressive writing](#)

[Written emotional expression and impact on mental health](#)

[Writing reduces PTSD symptoms regardless of whether writing about trauma or lunch](#)

[Writing about emotions may ease stress and trauma](#)

[Empowering people with mental illness through online communities](#)

[Learning for life - adult learning, mental health and wellbeing report](#)

WriteWell.

Write yourself a brighter future

Developed by



PROFESSIONAL
WRITING
ACADEMY

www.profwritingacademy.com