

Founder's Choice Award:

OUTSTANDING SERVICE TO MENTAL HEALTH

Josh Krichefski, CEO EMEA, MediaCom



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It's incredibly humbling to be chosen for The Founders Award, and to be in the company of so many organisations and individuals who are pushing for change in how we approach mental health in the workplace.

Mental health is entirely normal. We all have it and at times, we will all experience issues with it. Mental health issues are not a sign of weakness, it is one half of what makes us human.

I truly believe that we – as a business community – have a responsibility to do more. There is arguably nothing more important than looking after the mental health of your people. It benefits the

individuals you support; it strengthens the company's culture, and it improves performance.

The conversation around mental health has improved, in the media and many other industries. We must keep pushing because the speed of change is not enough. As business leaders, it's our responsibility to correct the societal and cultural misconceptions around mental health and we need to be consistent, clear and dedicated in our approach to that.

Our people devote a huge portion of their lives to our organisations. We owe it to them to step up and commit ourselves to improve things. ■