

[Back to Newsroom](#)

# The SHINE Hope Company Activates Workplace Mental Health at SHRM

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The Shine Hope Company  
www.theshinehopecompany.com

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LAS VEGAS, NV / ACCESSWIRE / June 12, 2023 / The [Shine Hope Company](#) sets out to activate the Science of Hope in the workplace as an *innovative strategy* to address mental health at the SHRM Annual Conference & Expo 2023 at The Las Vegas Convention Center, June 11-13, at booth 3654.

## On a Global Mission

Teaching people around the world to measure, and know the 'how' to Hope, the Shine Hope Company is based on founder Kathryn Goetzke's research that [Hope is a teachable skill](#). Through workplace activations, Hopeful Mindsets™ courses, research, consumer products, citywide campaigns, youth programs, and books, the initiatives are curated by the best-in-class researchers in mental health and Hope science using the SHINE Hope™ framework.



## The Time is NOW

Hopelessness, the primary symptom of depression and a key symptom of anxiety in the workplace can lead to a range of negative outcomes, including *accidents, injuries, violence, mental illness, suicide, and reduced productivity*.

## INVESTING in Employee Well-Being

Investing \$1 in employee well-being yields a [\\$4 ROI](#), while depression [incurs costs](#) in turnover, productivity loss, absenteeism, and illness. Hope plays a crucial role in addressing depression's main symptom: hopelessness. Depression is the greatest cost to the workplace, and the [depression cost calculator](#) can tell you just how much it is costing your business.

Scott Mandell, CEO comments, "[48% of Americans](#) are reporting persistent feelings of hopelessness since the pandemic began, while [57% of teen girls](#) are experiencing persistent hopelessness. Your parents at work are listing their child's mental health as their number one concern at home, adding unprecedented stress."

Scott continues, "We also know hopelessness is a key predictor of violence, something that impacts cities and workforce. And hopelessness is expected to rise with the current state of the U.S. economy, ongoing global conflicts, climate change, and concerns for children's mental health. But Hope *is* a strategy."

Companies higher in Hope don't just improve employees' lives but also have a **greater bottom line**. Higher hope employees have a [14%](#) improvement in productivity, reduced turnover, improved [sleep](#), and better [mental health](#) outcomes.

## WHAT CAN YOUR COMPANY DO?

Companies can address this citywide challenge by teaching the 'how' to Hope. Our research has demonstrated that [Hope is a measurable and teachable skill](#) that can be harnessed to achieve better workplace outcomes.

"Hope is not merely a wish. It is a powerful concept that involves envisioning a positive future and taking inspired actions to bring that vision to life," says Kathryn Goetzke, the Chief Hope Officer for The Shine Hope Company. "Higher Hope levels are also associated with better cognitive functioning, enhanced work performance, and a reduced risk of chronic diseases like [cardiovascular disease](#). Unlike other strategies that focus on identifying what's wrong with people, hope-based approaches focus on activating what's already right - it normalizes stress, and helps people feel safe in the workplace to talk about their well-being."

## IMPLEMENT The SHINE Hope framework

The five keys to SHINE Hope include **Stress Skills, Happiness Habits, Inspired Actions, Nourishing Networks, and Eliminating Challenges**.

Achieving goals is a top priority for any company. Ensuring employees know the what, why, and how to Hope for themselves, their children, and the amazing communities where they work makes both business sense and common sense. Whether it's through workplace programs, no-cost youth programs, college courses and city programs, The Shine Hope Company will activate the "how" to Hope on a global scale.

## About The Shine Hope Company™:

The Shine Hope Company is on a mission to teach everyone around the world the 'how' to Hope, based on our Founder Kathryn Goetzke's research that Hope is a teachable skill. The company aims to do this through workplace consulting, Hopeful Mindsets™ courses, research, consumer products, and books, which were all curated by the best-in-class researchers in mental health and Hope science using the SHINE Hope™ framework. Hope is predictive of retention, performance, productivity, and engagement, and is a protective factor against anxiety and depression. Visit [www.theshinehopecompany](#), or e-mail [activate@theshinehopecompany.com](mailto:activate@theshinehopecompany.com) for more.

## About iFred:

iFred, the International Foundation for Research and Education on Hope, is a 501(c)3 organization established in 2004 that is working to teach youth the 'how' to Hope. iFred has worked to shine a positive light on mental health and eliminate stigma through prevention, research, and education and created a shift in society's negative perception of the disease through positive imagery, rebranding, celebrity engagement, cause marketing campaigns, and establishing the sunflower and color yellow as the international symbols for Hope. iFred worked with The Mood Factory™ to do the first nationwide cause marketing campaign for mental health in the US, and created the first-ever program to teach Hope, based on our Founder Kathryn Goetzke's research that hope is a teachable skill. iFred's primary programs include Hopeful Minds™ ([www.hopefulminds.org](#)), Hopeful Cities™ ([www.hopefulcities.org](#)), and the International Day of Hope (<https://internationaldayofhope.org>). Find out more at [www.ifred.org](#).

**Scott Mandell, MBA** [Open link in new tab](https://pr.report/djWN2fXQ)<https://pr.report/djWN2fXQ>

Scott is the Chief Executive Officer of [The SHINE Hope Company](#). He was previously the founder and former CEO of Enjoy Life Foods ([www.enjoylifefoods.com](#)) (2001-2016), a company dedicated to developing, manufacturing, and marketing great-tasting gluten-free and allergy-friendly food products. In addition to starting Enjoy Life, Scott effectively created an entire category, which is now known as "Free From," through thought leadership, education, and certification standards. Scott advised in the creation of the gluten-free certification organization (GFCO), the largest gluten-free certification program in the world. Enjoy Life became the first company to have its facility and products certified by the GFCO. In February 2015, Enjoy Life Foods was acquired by Mondelez International, Inc. Scott was named by Food Processing magazine in 2016 as one of five company leaders who are "revolutionizing Big Food." He was named as an EY Entrepreneur Of The Year® Award Winner in 2015, was the Food Allergy Research & Education (FARE) Chicago Gala Honoree in 2014, was named to the Crain's Chicago Business "40 Under 40" list in 2008, and was inducted into the Chicago Area Entrepreneurship Hall of Fame in 2006.

## Kathryn Goetzke, MBA

Kathryn Goetzke has over 30 years of experience in marketing, branding, and strategy. She is the Chief Hope Officer at [The SHINE Hope Company](#), where she works with businesses to activate hope in the workplace, created an evidence-based college program [Hopeful Mindsets](#), authored the [Biggest Little Book About Hope](#), and is host of the [Hope Matrix Podcast](#). She is Founder of [iFred](#), the International Foundation for Research and Education on Depression Hope, and created [Hopeful Minds](#), the first, free, evidence-based program anyone can download to teach kids the 'how' to Hope, as well as [Hopeful Cities](#), a playbook any city can use. Kathryn and her work have been featured at Harvard University, the World Bank, the United Nations, the Kennedy Forum, and more, was recently appointed to be a representative at the [United Nations for the World Federation for Mental Health](#), and is working to get an [International Day of Hope](#) established.

**SOURCE:** The Shine Hope Company

Topic: [Company Update](#)

[Back to Newsroom](#)