

BUSINESSES THAT CARE

AAYINA THERAPY

Corporate Wellness Transformation

Beyond EAPs. Building cultures that **grow**, **create**, and **care**.

 BUILT BY PSYCHOLOGISTS

 CREATIVE ENGAGEMENT

 HABIT ENGINEERING

 ROI-DRIVEN

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Is Your Workplace Facing a Culture Crisis?

In today's fast-paced corporate world, engagement and empathy have quietly become endangered values. Leaders are stretched thin, teams are burnt out, and traditional solutions are failing.



SHRM.org

81%

Engagement Crisis

Of organisations say maintaining employee engagement and morale is their **top challenge** today.



Meditopia

<10%

EAP Failure

Traditional Employee Assistance Programs — the default stress solution — see shockingly low usage rates.



ElearningIndustry

37%

Talent Drain

Employees who quit specifically cite **poor culture** or lack of engagement as the reason.

The Bottom Line



Culture issues are not just emotional, they're an economic drain. Disengaged employees silently impact productivity, creativity, and morale.

THE GAP

Beyond Traditional EAPs & Workshops

Most wellness programs and one-off trainings address **symptoms, not systems**.

They don't integrate into the daily rhythm of work, nor do they build long-term behavior change.



The "Forgetting Curve" Reality

90% of skills forgotten within a week

Research shows workshop skills fade rapidly without reinforcement. Not because employees don't care — but because the ecosystem doesn't support sustained growth. (Source: LearningGuild.com)



Why EAPs See <10% Usage

Traditional Employee Assistance Programs face critical barriers that limit their impact:



Low Awareness



Stigma



Generic Fit

“

"Real culture change happens in the micro-moments of everyday work."

 BUILT BY PSYCHOLOGISTS

AAYINA THERAPY:

A Different Approach

We partner with organizations to go beyond EAPs and token wellness days — creating workplaces where **growth**, **creativity**, and **emotional safety** become everyday experiences.

"We design experiences that don't just teach — they *transform*."

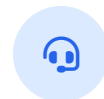
Where Creative Engagement Meets **Lasting Change**

Culture change isn't built in a day — it's built in habits.

OUR MODEL INTEGRATES



Interactive Workshops



On-demand Counselling



Habit Ecosystem

TRANSFORMING CULTURE ACROSS 3 LEVELS



Individual Well-being & Growth

Embedding emotional safety and personal development.



Team Habits & Creative Engagement

Turning values into daily action within teams.



Organization-wide Culture

Building a DNA rooted in shared values.

How It Works: Listen → Learn → Live → Measure

1



LISTEN

NEEDS SURVEY & CULTURE SCAN

We begin by understanding your ecosystem through surveys, focus groups, and observational scans to map real pain points and opportunities.

2



LEARN

EXPERIENTIAL WORKSHOPS

High-energy, movement- and art-based sessions that build empathy, creativity, and connection. These are lived experiences — not lectures.

3



LIVE

HABIT ECOSYSTEM

Daily practices, manager toolkits, and micro-rituals that embed change into workflows.



5× Higher Usage
Our on-demand
counselling vs. typical
EAPs.

4



MEASURE

QUANTIFIABLE OUTCOMES

We track satisfaction, usage, behavioural shifts, engagement, and organisational ROI.

- ✓ Satisfaction Trends
- ✓ Behavioural Shifts
- ✓ Organisational ROI

Three Pillars of Our Approach

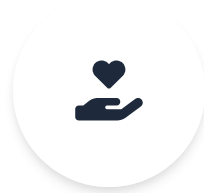
We transform culture across three interconnected levels, turning values into daily action and embedding emotional well-being into your company's DNA.



Workshops & Experiential Training

Interactive, psychology-informed sessions blending movement, art, and reflection to build empathy and skills.

- ✓ Movement & Art Based
- ✓ Behavior Design
- ✓ Managerial Training



Counselling & Coaching

Confidential 1:1 hybrid support for emotional well-being and stress. Immediate access and stigma-free.

- ✓ Confidential 1:1 Support
- ✓ Immediate Access
- ✓ Culturally Sensitive



Culture Habits & Ecosystem

Daily micro-practices and leadership tools that reinforce values in meetings, huddles, and hallways.

- ✓ Daily Micro-Practices
- ✓ Leadership Tools
- ✓ Ecosystem Integration



PILLAR 1 EXPERIENTIAL LEARNING

Workshops & Experiential Training

Interactive, psychology-informed sessions designed to build empathy and connection. These are lived experiences, not just lectures.

OUR METHODOLOGY BLENDS



Movement



Art & Creativity



Deep Reflection



Behavior Design

★ Featured Workshops

- Improv for Innovation
- Embodied Leadership
- Peer Coaching Circles
- Creative Resilience Lab
- Storytelling for Connection

Sessions available: 60–90 mins, Half-day, Full-day

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PILLAR 2 MENTAL HEALTH SUPPORT

Counselling & Coaching

Confidential 1:1 hybrid support for emotional well-being and stress. We make seeking help simple, accessible, and stigma-free.

WHY IT WORKS



On Demand Access



100% Confidential



Culturally Sensitive



Hybrid Format

✓ Service Features

- Licensed professionals (Psychologists)
- Immediate booking via link/QR code
- Organisational fit and psychological safety focus
- Anonymous trends reporting for HR to inform action
- Support for work stress, burnout, and personal growth

Sessions available: 45–60 mins | Online & In-person

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PILLAR 3 BEHAVIOR DESIGN

Culture Habits & Ecosystem

Culture changes when habits change. We design micro-habits aligned with your values and integrate them into daily workflows.

HABIT ENGINEERING APPROACH



Stanford Model



Micro-Practices



Workflow Integration



Daily Reinforcement



Sample Micro-Habits

- **Weekly Wins Board:** Celebrating small victories publicly
- **Reflective Pauses:** 5-minute quiet starts to meetings
- **Empathy Labs:** Monthly guided connection sessions
- **Gratitude Huddles:** Ending the week with appreciation

Designed to fit into meetings, Slack, huddles, and hallways

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THE REALITY

Managers are your Culture Carriers

12%



Management Effectiveness

Only 12% of leaders feel effective in people-management roles.

Source: E-learning Industry

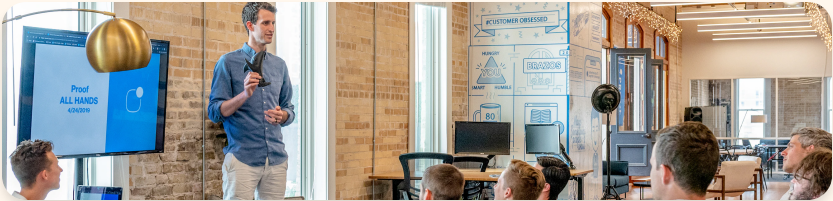
3×



Engagement Multiplier

Teams with supportive managers are 3× more engaged.

Source: Gallup



Leadership & Manager Development

"Culture shifts only when leaders do."

MANAGER ALIGNMENT



Opening Leadership Workshop



Monthly Manager Skill Training



Leadership Reflection Circles

CORE TRAINING THEMES



Feedback that Builds



Psychological Safety



Leading Change



Empathy in Leadership



Values in Action

Measurement & ROI

Making culture change visible through tracked behavioral shifts and quantifiable returns.

✓ Target ROI: $\geq 2:1$ within 1 year

PERFORMANCE TARGETS

Active Program Engagement

PARTICIPATION $\geq 50\%$

ACTIVE PROGRAM ENGAGEMENT

HOW WE MEASURE

- PRE-TEST & POST-TEST
- LIKERT SCALE READINGS
- HR FEEDBACK MEETINGS



Financial Impact

+24% HIGHER MARGINS

Impact of well-being investment on profit margins



Research Context: Companies with high employee engagement and strong well-being cultures consistently outperform peers in earnings per share and profit margins. Disengaged employees cost organizations approximately 18% of their annual salary.



PROBLEM AREAS TARGETED



- Experiential hands-on training methodology
- Introspection in a psychological safe backdrop
- Fun and open space for authentic connection
- Practical tools for immediate application
- Enhanced communication and trust dynamics



1:1 Counselling & Coaching Services

On-demand counselling for employees and managers through trained professionals to reduce stress, tackle absenteeism, and provide balance.

SERVICE HIGHLIGHTS



On-Demand Access



100% Confidential



Culturally Sensitive



HR Analytics

🎯 Key Impact Areas

- Reduce workplace stress & anxiety
- Tackle absenteeism & presenteeism
- Prevent burnout & emotional exhaustion
- Support personal & professional growth
- Immediate access via link/QR code



Manager Training

Hands-on people skills training designed to help managers create inclusive environments where employees can thrive and move towards efficiency.

CORE COMPETENCIES



Constructive Feedback

Group Cohesion

Healthy Patterns

Inclusive Environment

★ Training Modules

- Feedback that Builds Growth
- Psychological Safety for Teams
- Leading Through Change
- Empathy in Leadership
- Values in Action

Right-Sized Solutions

Choose the package that fits your organisation's scale and goals.

MOST POPULAR

Culture Starter

🕒 ~2 months

Best for startups piloting culture work

WHAT'S INCLUDED

- ✓ Initial Culture Survey & Scan
- ✓ 1 Core Experiential Workshop
- ✓ Basic Habit Toolkit
- ✓ 2 Months Counselling Support
- ✓ Basic Impact Report

EXPECTED OUTCOMES

Morale boost, high psychological safety, and early retention savings.

Culture Builder

🕒 4–6 months

Best for scaling orgs & alignment

WHAT'S INCLUDED

- ✓ Deep-Dive Culture Survey
- ✓ 4-6 Thematic Workshops
- ✓ Full Habit Suite Integration
- ✓ Manager Training Module
- ✓ 6 Months Counselling Support

EXPECTED OUTCOMES

+10–15% engagement, 1–2% drop in attrition, aligned leadership.

Transformation

🕒 6–12 months

Best for enterprise-wide change

WHAT'S INCLUDED

- ✓ Departmental Rollout Plan
- ✓ 6+ Customised Workshops
- ✓ Year-long Habit Ecosystem
- ✓ Full Leadership Program
- ✓ Dedicated Counsellor

EXPECTED OUTCOMES

Org-wide productivity gains, significant retention savings, and millions saved.

Culture Starter

Timeline
📅 ~ 2 Months

What's Included



Initial Survey & Culture Scan

Baseline assessment to identify immediate pain points and cultural readiness.



2 Experiential Workshops

High-impact session (e.g., "Getting in touch with your creativity, Team Building") to spark immediate engagement.



Habit Toolkit

A starter set of 3 micro-habits designed to reinforce workshop learnings daily.



2 Months Counselling Support

Immediate access to 1:1 professional support for employees facing stress.



Basic Impact Report

Post-program data summary tracking satisfaction and initial behavioural shifts.

BEST SUITED FOR



Startups & SMBs



Piloting Culture Initiatives

Expected Outcomes



Morale Boost

Immediate lift in team energy and connection.



High Safety

Established a foundation of psychological safety.



Retention Savings

Early reduction in burnout-related turnover.

Culture Builder

Timeline

 4 – 6 Months

What's Included



Comprehensive Culture Survey

Deep-dive assessment of organisational habits, values, and safety.



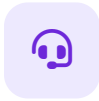
4-6 Experiential Workshops

A series of interactive sessions building emotional intelligence & creativity.



Habit Suite & Manager Training

Tools for leaders to embed culture daily, plus customised habit loops.



6 Months Counselling Support

Extended 1:1 access for staff to support sustainable well-being.



Quarterly Impact Reports

Regular data checkpoints on engagement trends and ROI indicators.

BEST SUITED FOR



Scaling Organizations



Multi-Team Alignment

Expected Outcomes



+10–15% Engagement

Measurable increase in active participation.



1–2% Attrition Drop

Reduction in turnover through better retention.



Manager Effectiveness

Leaders equipped to handle team dynamics.

Culture Transformation

Timeline

 6 – 12 Months

What's Included



Departmental Rollout & Scan

Deep-dive culture mapping across business units to identify systemic patterns.



6+ Tailored Workshops

Comprehensive series covering innovation, empathy, resilience, and team dynamics.



Year-Long Habit Ecosystem

Sustained behaviour design with monthly themes, nudges, and leadership rituals.



Leadership & Manager Program

Intensive coaching tracks to transform managers into culture carriers.



Dedicated Counsellor & Analytics

On-demand support

BEST SUITED FOR



Large Enterprises



Multi-Site / Dept Rollouts



Expected Outcomes



Productivity Gains

Organisation-wide efficiency improvements.



Major Retention Savings

Significant drop in attrition costs.



ROI: Money Saved

Measurable financial impact and culture shift.

● COMPETITIVE ADVANTAGES

Why Aayina Therapy?

Where creative engagement meets lasting behavioral change.



Creative Engagement

Movement, art, and storytelling lead to **2–3× higher engagement** than standard corporate training formats.



Habit Engineering

Methodology rooted in **Stanford Behavior Design** (Fogg Model) & Atomic Habits for sustained change.



Data & ROI Driven

Every touchpoint is tracked. We transform soft skills into **hard metrics** to prove organizational impact.



Customized & Scalable

Flexible solutions designed to scale from **50-person start-ups** to complex 50,000-employee enterprises.



Culturally Rooted Experts

Uniquely blending **Indian organizational insights** with global psychology best practices.

READY FOR CHANGE?

Let's Transform Your Culture

Create a workplace where people grow, leaders inspire, and culture thrives.

1

Book a Call

Schedule a discovery conversation to discuss your needs.

2

Culture Scan

We map your ecosystem to find pain points & opportunities.

3

Choose Package

Select the right-sized solution for your organization.

4

Kick Off

Launch within 2–4 weeks with immediate impact.



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“

Join forward-thinking companies who've increased engagement by 20%+.

Trusted by leaders in IT, BFSI, Education, and Manufacturing to build happier, healthier teams that stay.