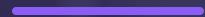


BUSINESSES THAT CARE

AAYINA THERAPY

Corporate Wellness Transformation



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

 BUILT BY PSYCHOLOGISTS

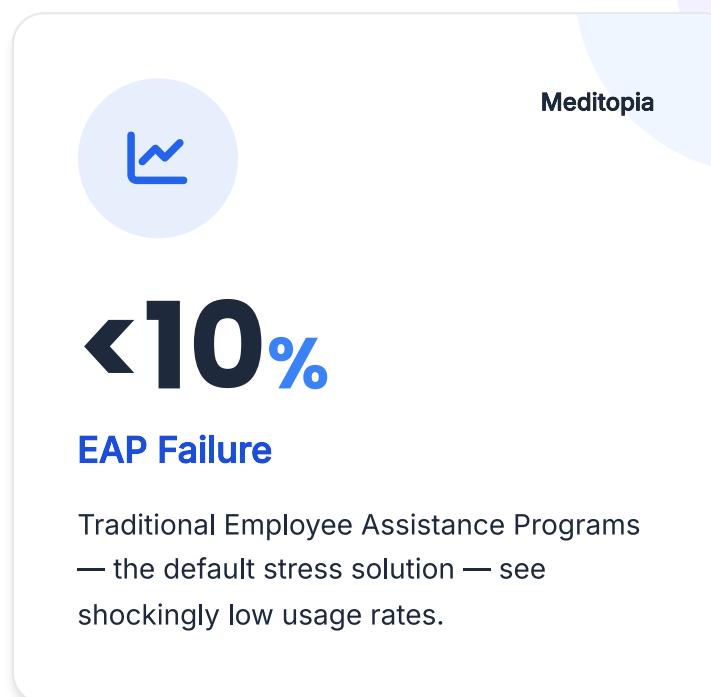
 CREATIVE ENGAGEMENT

 HABIT ENGINEERING

 ROI-DRIVEN

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.



The Bottom Line

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

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.

4



MEASURE

QUANTIFIABLE OUTCOMES

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

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



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

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

AAYINA THERAPY



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

AAYINA THERAPY



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

AYINA THERAPY

Managers are your Culture Carriers

12%



Management Effectiveness

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

Source: E-learning Industry

3x



Engagement Multiplier

Teams with supportive managers are 3x 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



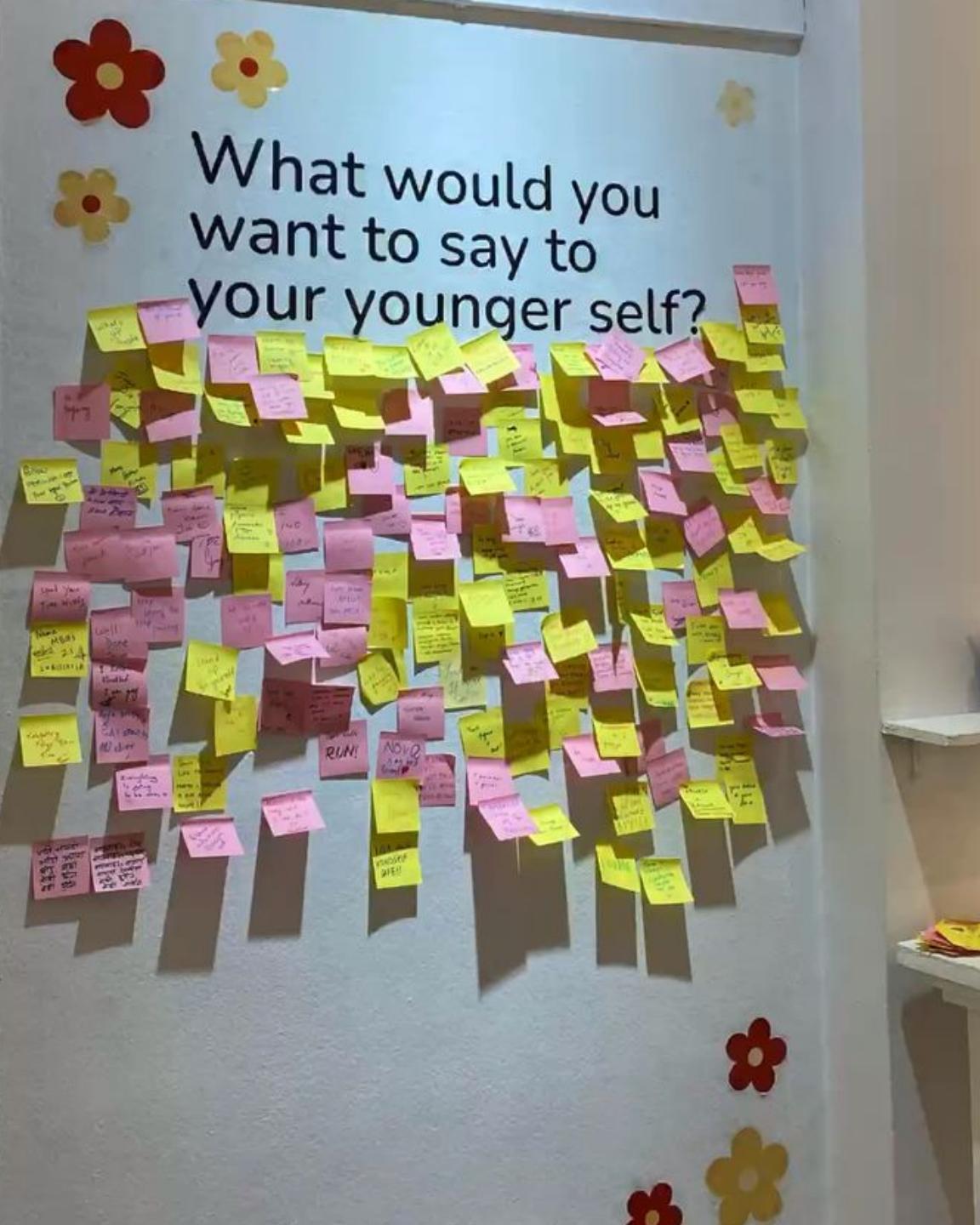
Financial Impact

+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.



Experiential Workshops

Designed to enhance performance by targeting specific problem areas through hands-on training and introspection in a fun, open space.

PROBLEM AREAS TARGETED



Feedback Gaps



Group Cohesion



Creative Exhaustion



Emotional Safety



How It Helps Teams

- 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 **2-3x** 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

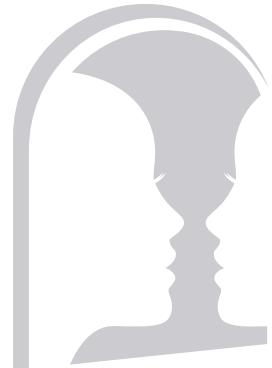
Choose Package

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%+.

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