



WEBINAR PRESENTS

Unlocking Potential

HOW COGNITIVE COACHING
CAN ELEVATE YOUR BUSINESS

JON METZLER, PH.D., CMPC



Before we begin...



Close captioning
has been enabled



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for questions



Magellan FEDERAL

We inspire healthier, more productive communities by delivering innovative, total well-being solutions to the Federal Government, military personnel, government employees, and their families.





DISCLOSURES & PERSPECTIVE

Senior Director of
Human Performance
for Magellan Federal

10 years as a
Contractor for the
United States Army

CMPC Council

Past President, Association for Applied Sport Psychology
PhD in Kinesiology (Psychology of Movement & Sport)



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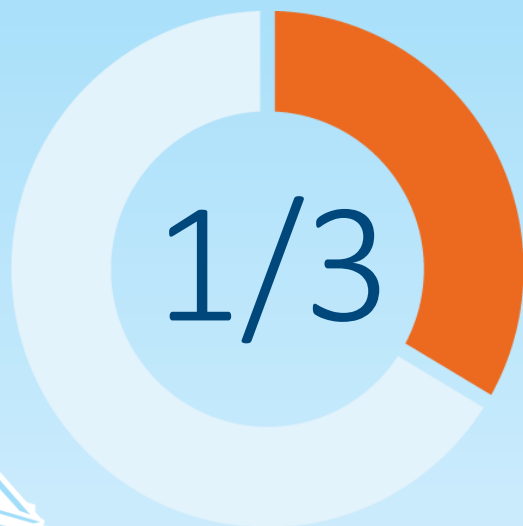
Mental Health Crisis



Ninety percent of the public think there is a mental health crisis in the United States today



Sixty percent of psychologists report no openings for new clients



One-third of all adults report that they have felt anxious either always or often in the past year



One-third of respondents could not get the mental health services they needed

The Cost of Mental Health



\$282 Billion

per year in economic cost to the United States



2023

\$435.2 Billion



2032

\$567.3 Billion

The global mental health market size reached \$435.2 Billion in 2023 and is expected to grow to \$567.3 Billion by 2032 (2.9% growth rate during 2024-2032)

The National Center for Health Workforce Analysis **projects shortages in several key behavioral health occupations** through 2036:

▼ **87.6K**

Addiction counselors:

Shortage of 87,630 full-time equivalents (FTEs)

▼ **69.6K**

Mental health counselors:

Shortage of 69,610 FTEs

▼ **62.4K**

Psychologists:

Shortage of 62,490 FTEs

▼ **42.1K**

Psychiatrists:

Shortage of 42,130 FTEs

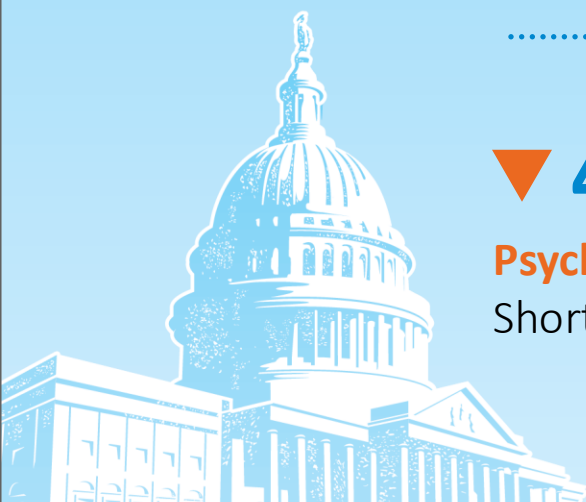
▼ **27.4K**

Marriage and family therapists: Shortage of 27,450 FTEs

▼ **21K**

School counselors:

Shortage of 21,030 FTEs



Where Do We Start?



What about training?

Organizations recognize that building resilient, high-performing teams starts with developing resilient, mentally healthy leaders. Investing in strong behavioral programs improves performance and retention.

Single Training Events Fall Short

The traditional approach is to deliver single training events or provide access to on-demand content to support leader growth and learning. This is usually a one-size fits all tool or product, and often falls short because:



Multiple tools & dis-jointed content



Not customized to the individual



Check the box mentality (it's required)



No ongoing support

The Proof

Studies show that point-in-time training is simply not as effective as continuous training for sustained behavior change

5-15% COMPLETION
RATE



Low completion: Learners don't complete the online courses they start with completion rates between 5-15% (*MIT, MOOC Project*)

75% NEW INFORMATION
IS FORGOTTEN



Easily forgotten: Learners forget 75% of the new information they "learn" after only 6 days (*Humu*)

Evolution of Implementation of Cognitive Coaching in the Army

1993



2011



2007



FORT IRWIN
R2 PERFORMANCE
CENTER

PRESENT

Factors Impacting Mental Health & Performance



Genetics and Epigenetics



Chemical imbalances,
neurotransmitters,
and medications



Hormones and
metabolic regulators



Food, fasting, and gut
microbiome



Drugs and alcohol



Physical activity



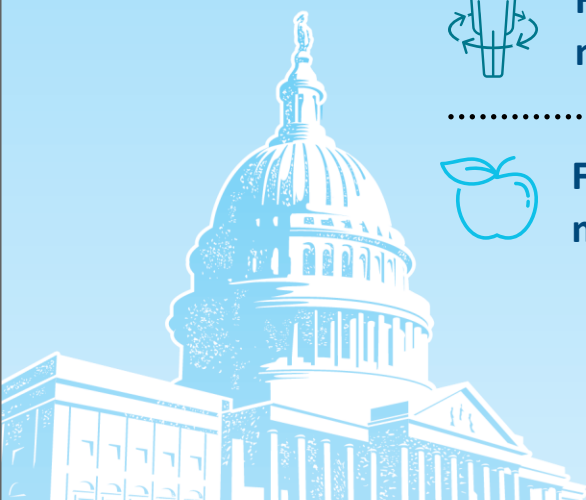
Love, adversity, and
purpose in life

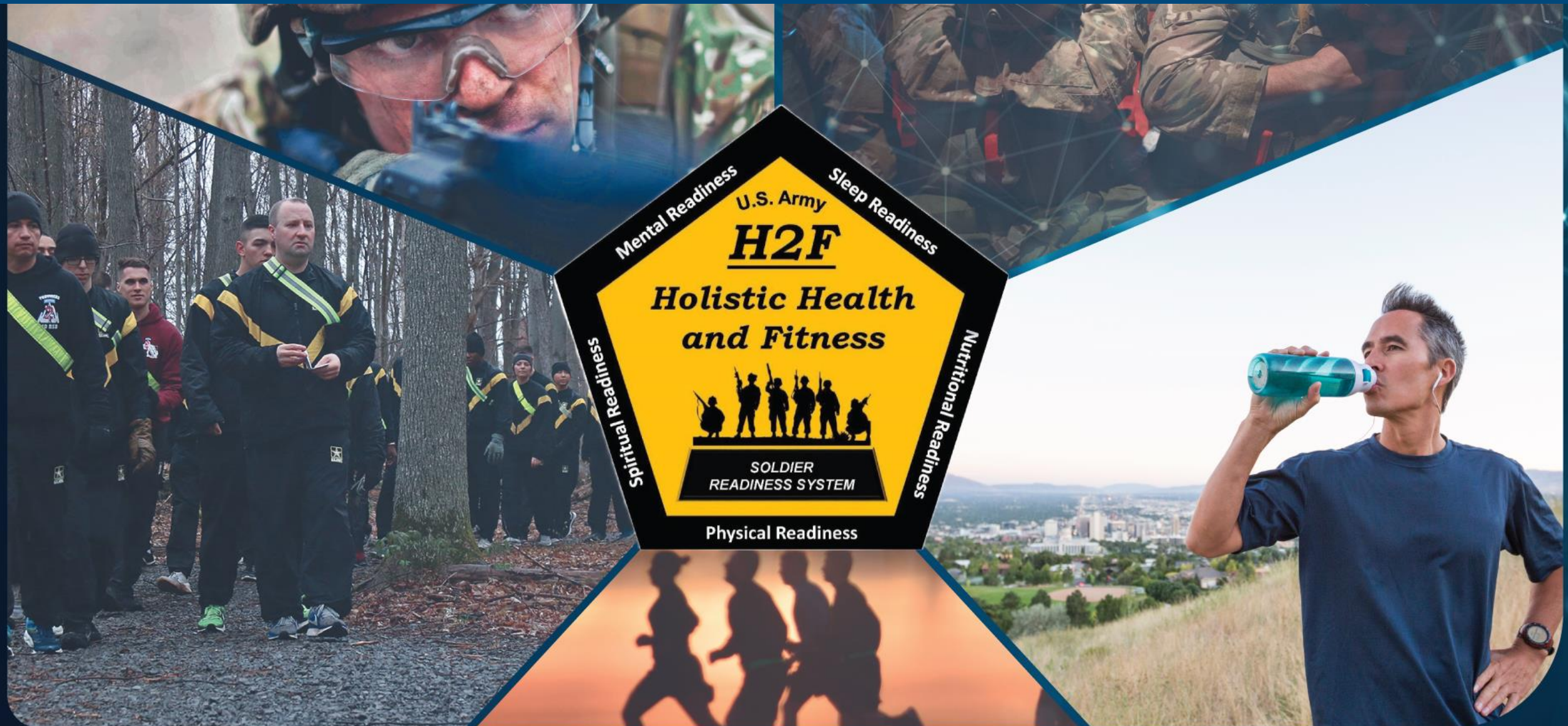


Sleep, light, and
circadian rhythms



Inflammation





Surgeon General's Workplace Wellbeing Framework



Five Essentials for Workplace Mental Health & Well-Being

Centered on the worker voice and equity, these five Essentials support workplaces as engines of well-being. Each Essential is grounded in two human needs, shared across industries and roles.



Components

Creating a plan with all workers to enact these components can help reimagine workplaces as engines of well-being.

Protection from Harm

- Prioritize workplace physical and psychological safety
- Enable adequate rest
- Normalize and support mental health
- Operationalize DEIA* norms, policies, and programs

Connection & Community

- Create cultures of inclusion and belonging
- Cultivate trusted relationships
- Foster collaboration and teamwork

Work-Life Harmony

- Provide more autonomy over how work is done
- Make schedules as flexible and predictable as possible
- Increase access to paid leave
- Respect boundaries between work and non-work time

Mattering at Work

- Provide a living wage
- Engage workers in workplace decisions
- Build a culture of gratitude and recognition
- Connect individual work with organizational mission

Opportunity for Growth

- Offer quality training, education, and mentoring
- Foster clear, equitable pathways for career advancement
- Ensure relevant, reciprocal feedback

*Diversity, Equity,
Inclusion & Accessibility

Office of the
U.S. Surgeon General

Gallup Research: It's the Manager

“ The best life imaginable requires engagement in meaningful work where people experience real personal growth and development ”

15% of the world's workers are **engaged**

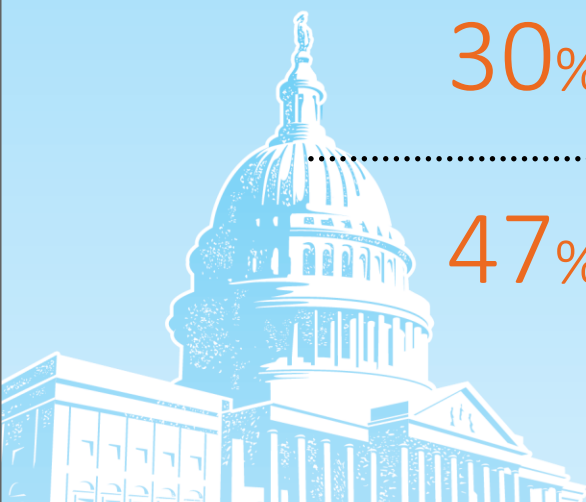
40% agree that **someone cares** about them at work

30% agree that someone at work **encourages** their **development**

70% of the variance in team **engagement** is determined solely by the **manager**

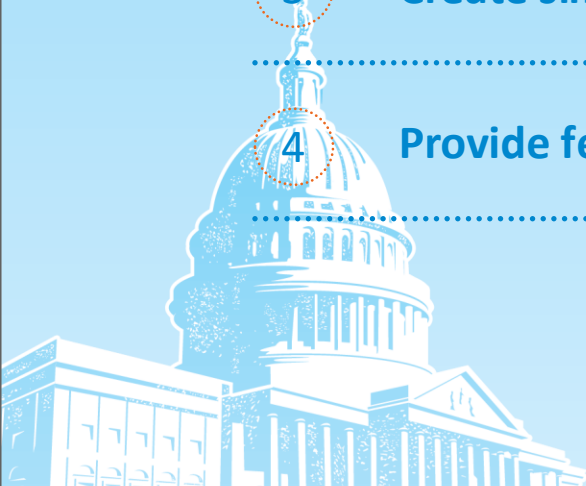
47% of employees report that they received **feedback** from their **manager** “a few times or less” in the past year

26% strongly agree that the **feedback** they receive helps them do their work **better**



The Craft of Developing Leaders as Coaches

- 1 **Develop** a common language that supports development and human thriving
- 2 **Demonstrate** and model self-regulation skills and effective interpersonal communication
- 3 **Create simulated** opportunities for coaching and practicing implementing psychological principles
- 4 **Provide feedback** and/or reinforcement within simulated and real-world performance contexts



INTRODUCING

eMbolden

Learn to live and lead **boldly**.

The human approach to
sustained leader readiness



SOLUTION VISION

“to inspire others with the courage and confidence to invest in the wellbeing and development of self and others”

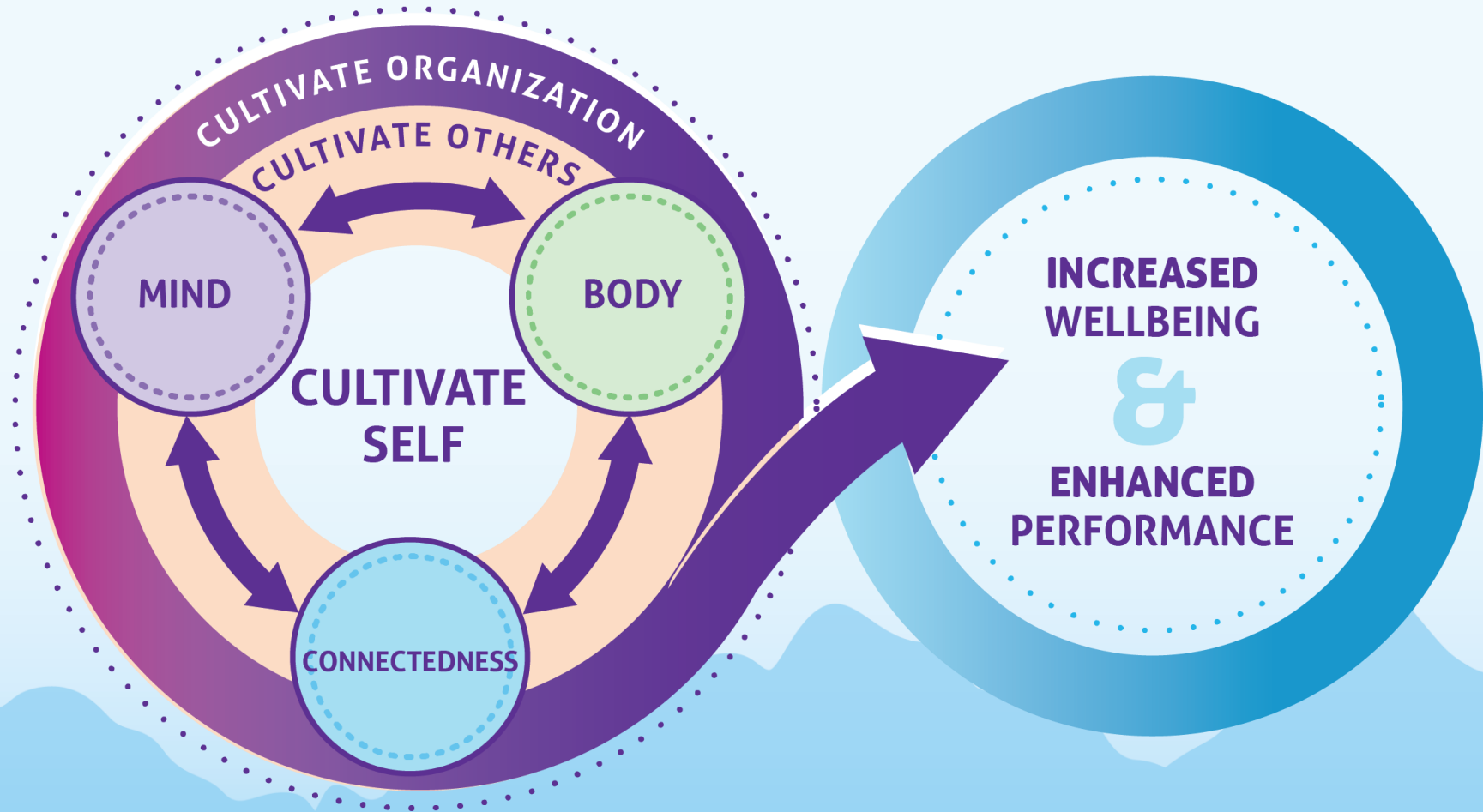
We integrate **world class coaching expertise** with **state-of-the-art technological tools** and **best practices** to eMbolden every individual to continuously invest in self-development and development of others.

By doing so, we will help lift humanity to higher levels of self-actualization, wellbeing, performance, and achievement.



OUR COACHING APPROACH

- ✓ People first
- ✓ High-touch
- ✓ Holistic
- ✓ Multi-tiered



GET STARTED TODAY

Learn more @
Mfed.info/embolden



1 Schedule a
Product Demo 
eMboldenSupport@MagellanFederal.com

2 Implement
Pilot

We'll work with you
to determine metrics
of success





Q

A



eMbolden

Scan the QR code to learn how Magellan Federal is innovating in coaching for human thriving and performance



Share your thoughts in our survey!

We'd love to hear your feedback on today's webinar.



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