

# Association for Psychological Accreditation

## Association for Psychological Accreditation



EMPATHY  
CONGRUENCE  
UNCONDITIONAL POSITIVE REGARD

#theapaway

Home of The International Psychological Standards & Accreditation Council

APA COLLABORATION  
PARTNERSHIP & CORPORATE  
SUPPORT



## Corporate Collaboration - Not Membership

APA has developed an effective evolution from the flawed corporate membership framework that has been the traditional revenue funnel for the mental health charities for decades. As businesses have come to realise, the flawed approach of the past has failed to adapt to the ever-evolving demands of business or individuals and has been little more than a drain on their financial commitment. It is vital that business have a mental health support system that is fit for purpose and does not dictate the business activity, hence why APA created our Corporate Collaboration Protocol.

### Step 1: The Ethical & Psychological Contribution Audit

This is APA's annual audit of positive mental health in the workplace, allowing businesses to showcase the effective operational processes they have developed, to provide an environment of positive mental health within the workplace.

This audit allows businesses to lead the evolution of workplace mental health, as they know what works for their business. The audit allows mental health professionals to provide support and guidance to maximise the ethical and psychological impacts of the business' efforts.

### Step 2: APA PAL Membership of Executive Team

Ensuring that the executive teams in businesses have the best individual support and psychological awareness enhances the efficiency and focus of ethical and psychological interactions. This ultimately enhances the working environment and elevates the positive productivity of a business. A happy team equals happy profits.

### Step 3: Incorporation of APA's Ethical Framework and Complaint Handling Protocols

Collaboration Partners agree to utilise APA's Ethical Framework and Complaint Handling Protocols. Where Partners require functional support in the delivery of Complaint Handling, they can use APA's Support and benefit from their Exclusive access to the Elevated Value Package. (See Below).

All publication of the APA's Material MUST be recorded as such and All Partners Teams MUST complete Complaint Handling Training with APA.



## Step 4: Mutual Promotion

APA actively promotes those businesses and business leaders that actively engage with positive mental health in the workplace.

APA promotes all Collaboration Partners

- All Collaboration Partners are endorsed on APA's Printed and Digital collateral
- All Collaboration Partners listed on the APA website's Roll of Honour, with details of their approaches, so that others can grow and develop their own frameworks for positive mental health
- All Collaboration Partners are entered into APA's annual awards programme, The 20:20 Vision Awards. Showcasing the forward thinking, creative and effective engagement of positive mental health

All Collaboration Partners promote APA

- All Collaboration Partners promote APA on any Printed and Digital collateral
- All Collaboration Partners promote APA on their Website
- All Collaboration Partners promote APA Membership to their teams

### The APA Ethical & Psychological Awards:

Having completed The Ethical & Psychological Contribution Audit, APA's Awards Panel will verify and validate the Collaboration Partners efforts, which will be acknowledged and recognised with APA's Well-being in the Workplace Award and are entered into APA's annual awards programme, The 20:20 Vision Awards.

### Elevated Value Package

All Collaboration Partners benefit from exclusive access to APA's Elevated Value Package.

This exclusive range of services and products is not available through APA's Community Learning Platform and has been designed to support collaboration Partners to maximise the benefits of the partnership.

Counselling Support	Additional Employee Support	£90 Per Session
Coaching Support	Additional Employee Support	£90 Per Session
Mentoring Support	Additional Employee Support	£90 Per Session
Group Support	Target focused Interactions	£800 per day
Team Appraisals	APA's Career Compass Package	£150 per Employee



The Elevated Value Package also gives partners Priority access to APA's Community Learning programmes. This increases the partners capacity to support their teams and focus their CSR efforts by supporting specific audiences within the community. Partners that select APA Learning Programmes also benefit from an Investment Linked Discount.

## **COST: The Ethical & Psychological Contribution Audit**

APA's Corporate Collaboration has been costed as a single annual investment based on size of the corporate entity.

The investment levels reflect the functionality of completing the audit process.

Size of Organisation		Time Required for Audit	Investment Cost
Single Location	Less than 100 People	6 Weeks	£3225
Multiple Locations		8 weeks	£600 per additional location
Single Location	Less than 200 People	8 Weeks	£6450
Multiple Locations		12 weeks	£800 per additional location
Single Location	More than 200 People	12 Weeks	£8000
Multiple Locations		14 weeks	£1500 per additional location

Ethical & Psychological Contribution Audits are carried out by APA Accredited Professionals and require

- Site Visits
- Staff Interaction
- Operational Observation
- Policy and Procedural Review
- Product / Service Review



## APA CORPORATE SUPPORT

APA is dedicated to raising levels of Positive Mental Health, this includes supporting the corporate and workplace environments. Supporting businesses to enhance their full onboarding and retention process, in a way that not only improves long term mental health in the workplace but also increases their Community & Social Responsibility commitment and reduces their operational pressures.

APA is the first Psychological Accreditation Service to bring psychological awareness to the business support arena.

By focusing on psychological awareness, resilience and empowerment, employers of all types are able to maximise the potential of their teams and their operational organisation.

Business Support the APA way - (#theapaway) develops a mindset for successful cohesion and team focus that is woven into the DNA of an organisation, making positive mental health an integral component of its operation, rather than a part of a company's recovery plan, after things go wrong.

APA believes that positive Mental Health in the workplace is an asset that has a direct bearing on the effectiveness, efficiency, and sustainability of a business. The cost of poor Mental Health in the workplace can be damaging beyond measure.

APA's Community Learning Platform offers multiple options to Companies, Organisations, Charities, CIC's, and other workplace arenas.

- Selection, Induction & Retention
- The Triad of Mental Health in the Workplace
- Workplace Counselling Consultation
- Keys to Success (BYO Solution)

## SELECTION, INDUCTION & RETENTION

### Selection

This is a 4 Pillar Package that is delivered across a single day. The Pillars are:

- Great Interactions
- Reaction vs Response.
- Effective Planning
- When Things Go Wrong



Every employment candidate will grow from the selection day. This ensures that the sector, as a whole is developed, making the client business a leader in their field as the package covers the Employability Focus of the client business.

Saving countless hours on interviews and giving businesses a much more realistic knowledge of a candidates working Knowledge, Understanding & Experience.

### **Induction**

As many businesses restructure and redesign the dynamics of their operational and functional parameters, the Induction process will inevitably be adjusted. Enhancing the mental resilience of the workforce will be a vital part of every business's survival.

The APA Community Learning Platform has developed a 30-Day Induction package that increases and enhances the effectiveness of an employer's onboarding process, but also embeds a solid base of positive mental Health, well-being and resilience.

### **Retention**

In a post pandemic world, where trauma has touched almost every life, it is prudent for forward thinking business leaders to accept, that many employees and colleagues will not be returning to work with the same, outlooks and nuances that they had in 2019. The Retention element of this package is fully trauma aware and allows business leaders to focus on building positive Mental Health Action into the workplace. Each employer will have their own desired areas of focus, APA will work with an employer to build a fully bespoke and responsive series of Masterclasses to enhance the retention of an effective, balanced and happy team.

## **THE TRIAD OF MENTAL HEALTH IN THE WORKPLACE**

This is a 1-day Masterclass that supports employers and teams to develop the 3 key components of mutual responsibility for Positive Mental Health in the workplace.

APA's Triad of Mental Health in the Workplace is a high value, low-cost mechanism that allows greater psychological resilience to be built into a company's Human Resources Toolkit.

By using the Triad of Mental Health in the Workplace Employers are able to Increase their resilience and employers are able reduce their operational risks and financial burdens related to poor mental health.



## WORKPLACE COUNSELLING CONSULTATION

Workplace Counselling has become an increasingly popular offering from employers, yet often the infrastructure and functionality of such an offering can be mishandled and leave the employer with more challenges than solutions.

As many employers are unaware of the legalities of employing a Counsellor, mistakes are often made, such as:

- Restrictive Recruitment is falsely applied to selection of a counsellor
- Qualifications are not widely understood
- Professional Protection are not widely understood
- Ethical boundaries are often breached in the delivery of Workplace Counselling
  - Confidentiality
  - Hours of Face 2 Face Work
  - Supervision Requirement

APA can provide accurate, impartial support and guidance on all matters relating to Workplace Counselling, while ensuring that all due diligence on candidates is completed.

## KEYS FOR SUCCESS

Often to achieve a powerful inner change, many of us would need new tools and ways of approaching the challenges we face. However, the tools and approaches we have in relation to our mental health and well-being are frequently locked in and we feel trapped by those very tools and approaches.

Keys For Success is a Build You Own Masterclass, allowing business leaders to select up to 6 key elements from the list below, to create a 2 day masterclass for Success. Select up to 8 key elements from the list of 21 elements below, to create a 2 day Masterclass for Success:



You can choose the elements that meet the needs of your Business, Charity, Group or Club

Choose 2 Elements from each Group to build a 2 Day Seminar

Group 1	Group 2	Group 3
<ol style="list-style-type: none"> <li>1. Moving Forward</li> <li>2. It's time to play - be the game</li> <li>3. Train Hard - Work Smart - Win Easy</li> <li>4. Reaction vs Response</li> <li>5. Types of Personalities</li> <li>6. Building Your Own Team</li> <li>7. TUB Ratings</li> </ol>	<ol style="list-style-type: none"> <li>8. Decision Making</li> <li>9. Getting on TRACK</li> <li>10. Great Interactions</li> <li>11. Building a positive wall</li> <li>12. Knowledge + Communication + Confidence = Passion</li> <li>13. Who am I</li> <li>14. Safe Me</li> </ol>	<ol style="list-style-type: none"> <li>15. My Story, My Future</li> <li>16. Needs, Wants &amp; Desires</li> <li>17. When things go wrong</li> <li>18. Protecting My Attitude</li> <li>19. A New Outlook</li> <li>20. Effective Planning</li> <li>21. Excuses or Results</li> </ol>

When these elements, are present in a person's psyche, and were expressed in their actions, they appear to the rest of the world, in a different light. Their psyche enables them to have a different outlook. Harnessing these elements, allows participants to benefit from their own increased self-awareness.

All 2 day programmes are designed specifically for their audiences. No Training adaptations for purpose, No Training for trainings sake, No Training out of a box and definitely, no Death by PowerPoint.

### Additional Support Options

APA Offers businesses several additional options for support:

Corporate Collaboration

The Ethical & Professional 20:20 Vision Awards

Endorsed Learning Collection

The APA Directory

Elevated Whistleblowing Support Package

For more information please contact [support@apa-accreditation.co.uk](mailto:support@apa-accreditation.co.uk)



## DETAILS OF ORGANISATION

NAME OF ORGANISATION:

TYPE OF ORGANISATION:

Ltd | CIC | Charity |

COMPANY REGISTRATION NUMBER:

SIZE OF THE ORGANISATION:

Executive Team:

Management Team:

Staff:

WEBSITE OF ORGANISATION:

ADDRESS OF OPERATIONAL SITES:

## OUTLINE OF ORGANISATION

What is the organisations Primary Role?

How is this role delivered?

List the Policies, Protocols and Procedures already in place to support the organisations functioning.

How does the organisation select, induct and maintain staff?



## CORE TEAM CONTACT DETAILS

### PRIMARY CONTACT (PC) DETAILS

NAME OF PC:

EMAIL OF PC:

TELEPHONE OF PC:

### HUMAN RESOURCES CONTACT(HRC) DETAILS

NAME OF HRC:

EMAIL OF HRC:

TELEPHONE OF HRC:

### OPERATIONS / POLICY CONTACT (OPC) DETAILS

NAME OF OPC:

EMAIL OF OPC:

TELEPHONE OF OPC:

### FINANCIAL CONTROL CONTACT(FCC) DETAILS

NAME OF FCC:

EMAIL OF FCC:

TELEPHONE OF FCC:



# COLLABORATION AGREEMENT

I \_\_\_\_\_, as the Named Person of authority, in relation to contractual agreements on behalf of the Organisation (Named Collaboration Partner) \_\_\_\_\_, hereby accept the terms and conditions of this agreement to voluntarily and without prejudice, engage in a Collaboration Partnership with Ayanay Psychological Accreditation Membership (APA).

These Terms and Conditions are made between Ayanay Psychological Accreditation (APA) ("Company") and the Named Collaboration Partner representing \_\_\_\_\_ (NCP) WHEREAS the parties named enter into this Agreement, which sets forth the terms and conditions of the relationship between those said parties.

## **Engagement**

During the term of this Agreement, as set out in paragraph 1(c) the Company and NCP shall share experience and knowledge for the purposes, as described in Exhibit A.

The parties acknowledge and agree that the Company requirements and the NCP obligations to the Agreement will not amount to an agreement of exclusivity during the term of the Agreement. Therefore, The NCP acknowledges the Company's right to accept and undertake other Contract Agreements without prior approval or discussion with the NCP. Provided, however, that such agreements

- do not materially interfere with the NCP's abilities to execute this Agreement,
- are not injurious to the business or reputation of the Company,
- do not violate the Confidentiality Agreement incorporated herein.

The Named Collaboration Partner will be recorded as Collaboration Partners with APA for 12 months from the commencement of the Formal Notification, following the successful completion of the Ethical & Psychological Contribution Audit.

## **Mutual Promotion**

As laid out in Exhibit A

## **Authorisations, Benefits and Expenses**

As laid out in Exhibit B

## **Participation in Benefit Plans**

Nothing in this Agreement shall compel the Company to include the NCP or anyone associated to the NCP in the Company's benefit plans and Vice Versa.

This extends to stock options, stock purchases, pension, life insurance or any other such benefit that the Company may extend to its employees. Now or in the future.

## **Standards**

The Company and their representatives will at all times carry out their duties in the execution of this Agreement in accordance with the Companies code of conduct and professionalism. The NCP will also ensure the Code of Conduct of any representative or agents of the NCP.



### **Termination of Agreement**

Both parties may terminate the Agreement in the event (i) either party is found guilty in a court of law or applicable regulatory body of having committed fraud or theft, or any felony involving moral turpitude, (ii) either party is deemed by the other of having compromised the business or reputation of their interest, (iii) Where the NCP fails to carry out the Agreement.

Both parties shall use their best efforts to provide proper transition and wind down in connection of any termination of this Agreement.

Both Parties agree to abide by the details of the Confidentiality Agreement after the term of this Agreement has expired. As per directed by the Company.

### **Ownership of Work Products**

All copyrights, patents, trade secrets, intellectual property, ideas, concepts, techniques, and products ("Work Products") owned by the author of the Intellectual property at the commencement of this Agreement will remain their property thereafter.

Both Parties declare that all work products associated with the delivery of this Agreement are the result of the named party's own development program.

No Work Products included in this agreement may be altered or amended by any party, other than the owner of the work product, without the written consent of the owner.

No Party may use Work Products of another party outside the confines of this agreement, without written permission of the owner of the Work Product. Any agreed use of Work product, for the purpose of this agreement, must always be presented as 'Owned By'... the legal owner of the Work Product.

### **Enforcement**

Both parties acknowledge that a violation of any provision contained within this Agreement will be irreparably damaging to the injured party. However, due to the nature of the Company's Work Product it is impossible to ascertain the full extent of such damage. The Company will, therefore, be entitled to enforce this Agreement by an injunction or other equitable relief without the necessity of posting bond or security, which the NCP waives. No fixed penalty will be applied to this agreement as the intention is, in the first instance to collectively resolve and repair any damage. Where this is not possible parties will seek to respond to the extent of any damage caused. Where possible this agreement should be held in place until such situations are resolved.

### **Sub-Contracting**

Neither Party may Sub-Contract any part of the Agreement as described in Exhibit A. Without written notification and agreement between parties.

### **Amendment; Modification; Waiver**

No amendments or additions to this agreement shall be binding unless in writing and signed by both parties hereto. Moreover, no delay on the part of the company in exercising any right, power or privilege under this agreement, or in enforcing any and all parts of this agreement, shall impair any such right, power or privilege or be construed as a waiver of and any default, nor shall it affect the Companies right to enforce each and every provision of this Agreement in accordance with its terms thereafter.



## Notices

For the purposes of this agreement notices and all other communications relating to this agreement shall be made in writing and will be deemed duly delivered when delivered by registered or certified mail and signed by a duly authorised representative.

### **If to the Company:**

FAO: Ayanay Psychological Accreditation (APA)

11-13 Cambridge Park, Wanstead, London, E11 2PU

With Copy to: [support@apa-accreditation.co.uk](mailto:support@apa-accreditation.co.uk)

### **If to the Named Collaboration Partner \_\_\_\_\_**

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Named Individuals Address:

Additional Authorised Representatives: \_\_\_\_\_

## **Confidentiality Agreement**

(i) Trade secrets, names, addresses, and contact details of customers and suppliers including potential customers and suppliers, trading details, techniques, price lists, discount structures, business opportunities, product developments, programmes, courses, designs, concepts, costs, forms, and product formulae.

(ii) Any other information the Company deems suitable to require confidentiality during the term of this Agreement and beyond.

(iii) Any information the Company holds in confidence with a third party.

**(a.)** Both Parties accepts confidential information that is imparted during the execution of this Agreement is done so in good faith.

**(b.)** Such information is not to be reproduced, manipulated, amended, or passed to a third party without the express consent in writing of the Company.

**(c.)** The Company accepts that in executing this Agreement it may be exposed to Confidential Information held by the NCP. The Company is forbidden from using such confidential Information in any way that would bring disrepute to the NCP.

**(d.)** The Company will not be permitted to use any of the NCP customer database, business plans, working practices, sales strategies, targeted marketing plans or structures, without written consent, outside the confines of Exhibit A.

All public statements regarding the Company's involvement in the project, will be agreed by both parties in advance.

Both parties agree to the use of 'Non-disclosure agreements' with regards to developmental conversations with parties outside this agreement.



## EXHIBIT A

The Parties of this agreement entered in to, in good faith and aspiration. To utilise the knowledge, understanding, and experience, to undertake: A Collaborative working partnership, for the specific purpose of mutual advancement of both parties.

- Mutual public display and announcement of the collaboration.
- Mutual engagement in Collaboration related events.
- The NCP will take part in the Company's 'In Conversation With' Series. At least once a year.
- The Company will participate in appropriate promotional activity alongside the NCP.
- The Company will actively contribute to the positive development of the NCP Knowledge and Understanding of the UK Psychologically based Therapeutic arena.
- The Company's Ethical & Professional Conduct Protocols will be used as the Functional Code of Conduct for the NCP's activity
- The NCP will actively promote and include the company's services and learning platforms, in the NCP's marketing material.
- The NCP will be invited to support and endorse all 'Special Projects' developed by the Company.

In addition to and not excluding future project development This agreement seeks to ensure mutual financial benefit and positive brand presentation. As such, any future project development discussion that have offer financial benefit to either party should be discussed within the boundaries of this agreement.

## EXHIBIT B

The NCP authorises The Company to undertake The Ethical & Psychological Contribution Audit, including

- Site Visits
- Staff Interaction
- Operational Observation
- Policy and Procedural Review
- Product / Service Review

The Audit will commence, by appointment following the Initial payment of £500 or 50% of the Annual Collaboration Fee whichever is greater. Collaboration Partnership Status is only confirmed on receipt of full payment.

Size of Organisation		Time Required for Audit	Elevated Value Package	Investment Cost
Single Location	Less than 100 People	6 Weeks	10%	£3225
Multiple Locations		8 weeks	15%	£600 per additional location
Single Location	Less than 200 People	8 Weeks	20%	£6450
Multiple Locations		12 weeks	25%	£800 per additional location
Single Location	More than 200 People	12 Weeks	30%	£8000
Multiple Locations		14 weeks	35%	£1500 per additional location



## The APA Ethical & Psychological Awards:

Having completed The Ethical & Psychological Contribution Audit, APA's Awards Panel will verify and validate the Collaboration Partners efforts, which will be acknowledged and recognised with APA's Well-being in the Workplace Award and are entered into APA's annual awards programme, The 20:20 Vision Awards.

### Elevated Value Package

All Collaboration Partners benefit from exclusive access to APA's Elevated Value Package.

This exclusive range of services and products is not available through APA's Community Learning Platform and has been designed to support collaboration Partners to maximise the benefits of the partnership.

- |   |                              |                   |
|---|------------------------------|-------------------|
| • Counselling Support                                     | Additional Employee Support  | £90 Per Session   |
| • Coaching Support  | Additional Employee Support  | £90 Per Session   |
| • Mentoring Support                                       | Additional Employee Support  | £90 Per Session   |
| • Group Support   | Target focused Interactions  | £800 per day      |
| • Team Appraisals   | APA's Career Compass Package | £150 per Employee |
| • Dedicated Discount to APA Community Learning Programmes |                              |                   |

Only Collaboration Partners are entitled Access to the Elevated Value Package on receipt of the remainder of the Collaboration Fee.

### APA PAL Membership of Executive Team

The Ethical & Psychological Contribution Audit will include the recognition of up to 3 members of the NCP's Executive Team as Psychologically Alert Members. Affording those individuals full benefits of APA Membership. For the 12 month term of the Partnership.

### Incorporation of APA's Ethical Framework and Complaint Handling Protocols

Collaboration Partners agree to utilise APA's Ethical Framework and Complaint Handling Protocols. Where Partners require functional support in the delivery of Complaint Handling, they can use APA's Support and benefit from their Exclusive access to the Elevated Value Package. (See Below).

All publication of the APA's Material MUST be recorded as such.

### Collaboration Induction Day

All Collaboration Partners receive a full days Induction Day for their staff. This is delivered by the APA Executive and covers:

- The Ethical Framework and Introduction to Complaint Handling



## PAYMENTS

All Payments should be made via BAC's (Direct Bank Transfer) to:

Barclays Bank  
Ayanay Psychological Membership Ltd  
Acc: 33233308  
SC: 20-89-56

## CONFIRMATIONS

In accepting these Terms and Conditions, acknowledged by the signatories below the Named Collaboration Partner and Company enter a legally binding Contract Agreement.

This Contract Agreement is made and entered on

This \_\_\_\_\_ day of \_\_\_\_\_ ("Effective Date"),

with Ayanay Psychological Accreditation ("Company") and \_\_\_\_\_ Named Collaboration Partner ("NCP").

## SIGNATURES

Named Individual

Name:

Position:

Email:

Location:

Signature: \_\_\_\_\_

## Named person authorised to validate the contract on behalf of the Company.

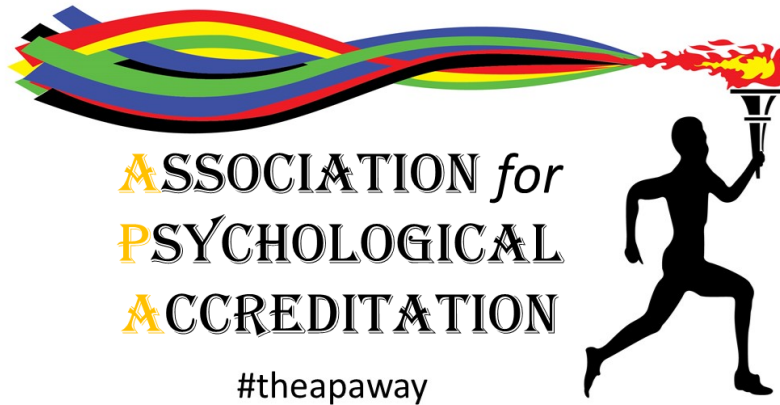
Name: Dave Sleet

Position: Non-Clinical Director

Email: support@apa-accreditation.co.uk

Location: APA Head Office, London

Signature: \_\_\_\_\_



Home of The International Psychological Standards & Accreditation Council

## Our Focus

### **Elevate, Provide, Increase, and Create**

**Elevate:** public confidence in the effectiveness and professionalism of the therapeutic community.

**Provide:** the therapeutic community with an ever evolving and enhancing level of support.

**Increase:** the positive awareness and use of therapeutic knowledge for the benefit of everyone.

**Create:** an effective framework for the sustainable and successful development of best practice within the therapeutic community and beyond.

APA BELIEVES THAT EPIC CHALLENGES REQUIRE EPIC SOLUTIONS



# A new approach for new results

## Contact us

---

- By telephone: Call our customer service team on 0208 556 4984
- By email: [support@apa-accreditation.co.uk](mailto:support@apa-accreditation.co.uk)
- In writing: Ayanay Psychological Accreditation,  
11 – 13 Cambridge Park, Wanstead, London E11 2PU