

A Marketing Pitch



**Fog
Of Mind**

Support For
Better
Mental Health

MEET JOHN



**John Wozniak - motivational speaker
& mental health champion.**

ABOUT ME

2013 - Diagnosed with GAD and Depression

2025 - Further diagnosed with Complex Trauma (I sought out any underlying issues).

I function well, and I am fastidious about talking about mental health through my social media channels and web pages.

THE PROBLEM

Mental health challenges are now one of the largest productivity drains in the UK economy. Poor employee mental health costs UK employers an estimated £40-£57 billion per year through absenteeism, presenteeism and staff turnover. The broader UK mental health market is valued at approximately £11-£12 billion, with corporate wellness alone representing a market of £650 million+ and growing rapidly.

THE PROBLEM

People are reluctant to talk about mental health. Too many stigmas exist. I have worked in the UK construction industry, where poor mental health is ubiquitous.

Three of my former military colleagues took their own lives.

We need a different approach.

THE PROBLEM

Frameworks exist, but they often paper over the cracks. They don't start at the beginning.

I know, I have used them.

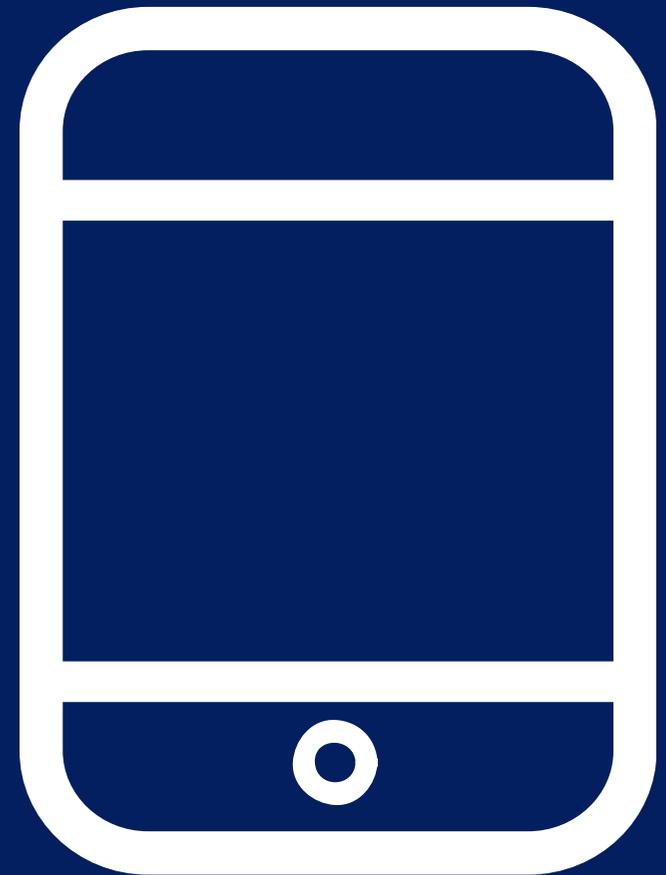
Employee Access Programmes.

Op Courage.

THE SOLUTION

This is 1st line support.
Structured, repeatable
mental clarity frameworks
and conversation led
community.

This is about getting the
basics right (sleep, exercise,
nutrition).





MOTIVATION

I am on a mission to implement tools, community, content, and guided implementation.



TRACTION

Audience, early adopters,
engagement, network
leverage.

TARGET MARKET

Education

The NHS

Construction

TARGET MARKET

78%

of education staff report feeling stressed.

36%

of NHS staff report PTSD symptoms

83%

of UK construction workers experienced mental health issues in 2024.

BUSINESS MODEL

Membership, workshops,
corporate partnerships,
digital workshops.

Delivery partners
(motivational speakers)

WHY THIS WORKS

Credibility, 40 years of lived leadership experience, practical frameworks, execution pace.

I know what works and what doesn't. Getting the basics right (sleep, exercise, nutrition) is a preventative measure.

WHY THIS WORKS

I have found techniques and strategies that work.

This is about looking at the basics and moving forward by giving individuals a practical toolbox, and for managers to be able to support their teams.



Fog of Mind

THANK YOU