

Roll Out for your counselling services

How can you optimally publicise the Fürstenberg Institute's advisory services in your company and ensure that they are well used?

We provide you with a variety of documents to introduce our counselling service to your employees. At the start of the contract you will also receive a text proposal from us to inform your employees about our offer.

- Explanatory films on staff and management counselling as well as on the work-life service ([click here](#) to go directly to the videos), which you can make accessible via a direct link to YouTube or display on your intranet, on screens in break rooms or in the canteen (we will also be happy to send you the files if required).
- An interview with Reinhild Fürstenberg for use in your staff magazine or intranet.
- Digital flyers with information about our counselling services for your employees. You can download the digital flyers and place them on your intranet or attach them to e-mails.
- Posters, which you can order in the desired quantity via our sales and customer management team.
- Flyers, which you can order as a printed version by filling out the order form and sending it to our sales and customer management team in the desired quantity.

All information is available in **German** and **English**.

We recommend initially distributing the offer through the channels known in the company and offer you content for e-mailings (welcome mail for employees), for your intranet or your staff newspaper (banners, interview and text modules, audio formats), for notice boards (posters), for display in the canteen or in the break room or for sending as part of the payroll (flyers) or as digital offers on screens in the company (explanatory films - also available with subtitles).

Do you want to draw attention to the Fürstenberg Institute's offer with a targeted introductory campaign? Contact our sales and customer management to plan an individual information event or book a stand at your health day.

Fürstenberg YouTube

On our [video channel](#) you will find a series of explanatory videos as well as short training clips on the topics of time and self-management, home office or resilience, which you are welcome to include in your intranet free of charge or use in internal communication.

New information on current topics is added regularly. If you have any suggestions or ideas for new films, please send us an e-mail at marketing@fuerstenberg-institut.de with the subject "Customer idea for YouTube film".

Inspirations for your leaders

Leadership has many facets. Would you like to regularly provide your managers with inspiration on the topic of "healthy leadership" and introduce them to the services of the Fürstenberg Institute as important multipliers in the company?

As a follower of Reinhild Fürstenberg's Xing Insider Channel, your managers will regularly receive valuable insights on leadership and health. Please inform your managers about the possibility to subscribe to [Reinhild Fürstenberg's XING channel](#) and stay informed about new content (personal XING profile required).

A few more tips for internal communication on Fürstenberg's advisory services

What goal do you want to achieve?

Be clear about what you want to achieve with the communication. Do you want to prevent mental stress or avoid absenteeism in the workforce? Do you want to disseminate general information that highlights the attractiveness of your company as an employer? Or are you interested in specifically increasing the utilisation rate of the counselling services?

How (often) do you usually communicate and which channels do you use?

We recommend that you first distribute the offer through the channels known in the company and offer you content for e-mailings (welcome mail for employees), for your intranet or your employee newspaper (banners, interview and text modules, audio formats), for notice boards (posters), for display in the canteen or in the break room or for sending out as part of the payroll (flyers) or as digital offers on screens in the company (explanatory films).

Many of our clients set up a health information and prevention tips section on their intranet where you provide the Fürstenberg Institute's information presentation and current information.

Coordinate the frequency and dissemination date of your information with other departments (corporate communications, management) so that your news gets attention.

Who is responsible for communication?

It has proven useful to appoint one or two fixed contact persons in the company to whom we send new information about the Fürstenberg Institute's offers for your employees and managers. They can then distribute our newsletters, the current webinar and event programme within the company and, for example, make it available regularly on the intranet.

How do newcomers find out about the counselling services?

Integrate the Fürstenberg offer into the documents for the induction of new employees and also share the dates of further information events with new recruits as part of your onboarding programme.

Encourage managers to keep referring to the Fürstenberg Institute's counselling offer - especially if they observe conspicuous mental stress in their teams or if there are conflicts.

Many client companies have had good experiences with specifically informing all employees about the existing offer once a year via the company mail, employee newsletter, salary statement or other ways. For this purpose, you can call up digital flyers on our website or order print products via the order form.