CHIMNEY TRAIL HEALTH

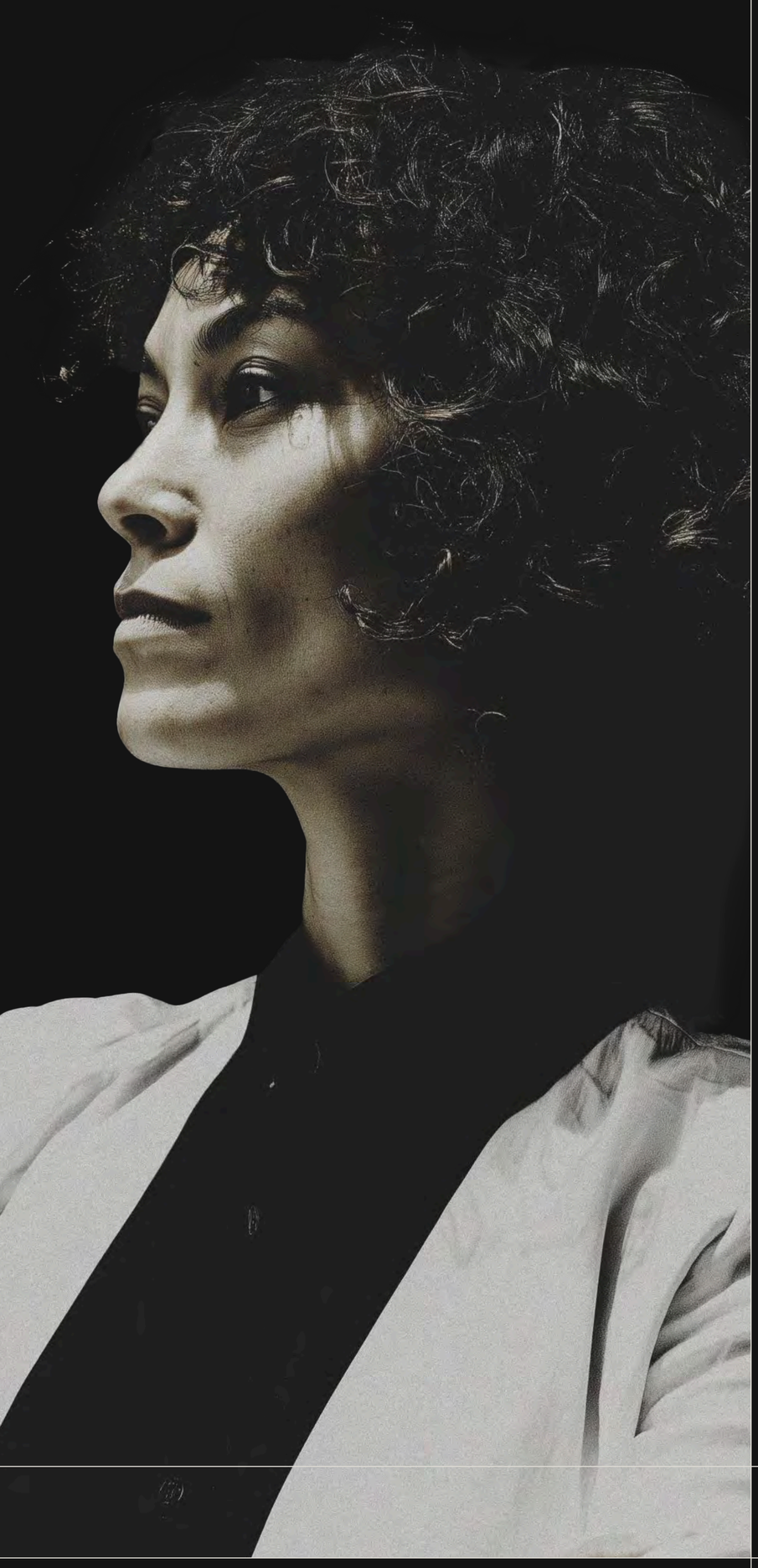
WHITE PAPER

Forging Resilience in Elite Leaders & Teams

Empowering People and Sustaining Growth
Through Effective Behavioral Health Training

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The High Cost Of Burnout

Elite teams push to finish the job, but does this determination have an opportunity cost?

Chronic stress can cause even the most mission-driven teams to burn out. Left unchecked, even nonurgent behavioral health challenges can accumulate and eventually erode individual performance, inhibit team output, and stifle business growth.

Among highly engaged employees, those who are not also thriving are 61% more likely to experience frequent burnout, compared to their peers.[1] In acute scenarios, burnt-out talent resigns, diverting critical resources to managing turnover.

Lost productivity, absenteeism, and turnover have enormous annual costs. Mental health challenges cost employees a cumulative **$193.2 billion in lost earnings**, and depression and anxiety account for **$1 trillion** in lost productivity every year.[2]

These situations are preventable. Developing resilient cognitive skills and behavioral health knowledge doesn't just prevent burnout—effective training in both areas boosts performance and costs less than the attrition–recruitment cycle.[3]

Backed by clinically proven methods rooted in decades of research, **Chimney Trail Health's cutting-edge program builds team resilience and promotes lasting individual behavioral health outcomes.** Developing both can mitigate costs of chronic burnout and, more importantly, empower high performers to maintain peak wellness and maximum output.

When an entire team, department, or company shares and trains a strong behavioral health skill set, individuals can support themselves and each other to thrive under pressure.

Only 24% of surveyed employees strongly agreed that their company cares about their well-being.[1]

$1 trillion loss in annual productivity due to depression and anxiety.[2]

Low EAP usage diminishes potential returns and savings.

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The question isn't if companies should invest; it's why it pays to focus on evidence-based training to bolster resilience, retention, and overall well-being.

Top companies already spend billions on wellness resources, from EAPs to mindfulness apps.[4] But most users (96–97%) will delete these apps within a month,[5] and EAP usage rates remain low (1–10%).[6, 7, 8]

A leader in behavioral health training, **Chimney Trail Health's solution leverages decades of research to create real behavior change** through active engagement with clinically proven tools, real-world reflection, and hands-on learning experiences.

When done right, investing in behavioral health pays for itself—and more. Training supervisors to better recognize behavioral health challenges can increase their EAP referrals.[9] Driven employees can often miss the early signs of a behavioral health problem. Biases and social stigma, psychological dissonance, and other factors often make it difficult to understand the benefits of behavioral health training and resources. When individuals and teams share behavioral health knowledge, they are better able to leverage resources and support early, before approaching burnout.

Chimney Trail Health's Waypoint Kit training program empowers leaders to:

- Leverage proven clinical theories via a tested learning design
- Model psychological safety and lead resilient teams
- Identify early signs of cognitive overload and stress responses
- Normalize authenticity and emotional intelligence as core leadership traits

"I could write a novel on how impressed I am with Chimney Trail. The quality of content and the Waypoints. I feel like you reached me and I am grateful my firm provided this opportunity, which I may otherwise not have had.

- Senior Manager

Fortune Best 100 Companies to Work For Leader

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The Waypoint Kit Program

A scalable program grounded in science, tested by the U.S. Marine Corps, and customized for today's competitive businesses.

The Waypoint Kit program applies Prospect Theory, Cognitive Behavior Theory (CBT), and principles of adult learning and design thinking to progressively develop the cognitive skills shown to support mental and emotional resilience.

The program's foundation is Cognitive Behavior training (CBt) aimed at shifting internal thought patterns—one of the best ways to forge a resilient mindset and achieve lasting behavior change.[10]

CBt is a proven approach shown to be effective in addressing a range of behavioral health concerns and enhancing and sustaining team performance.[11] Waypoint Kits teach participants how to identify and redirect **cognitive distortions**—common, unhelpful thoughts that fuel stress—in order to improve mood and performance.

Chimney Trail Health's program also extends the value of existing wellness initiatives. After completing the Waypoint Kit program, participants report positive changes in perspective, boosted performance, and increased resilience under pressure.

When paired with current programs and resources, the Waypoint Kit program can fast-track recovery, **prevent burnout, boost EAP engagement**, and support a holistic strategy that **nurtures both employee well-being and business growth.**

After 22 years of military service and 1 year with civil service, this is the best training I have ever taken.

- Master Sergeant
U.S. Marine Corps

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Behavior Change That Actually Sticks

The key to lasting resilience? Train it like any other job skill.

According to the Harvard Business Review, one of the most important things leaders can do is invest in psychoeducation and behavioral health skill-building for their workforce.[12]

The Waypoint Kits use rich reflective and hands-on experiences to teach participants how to shift thought patterns in ways that improve performance. This approach supports how the brain learns and retains information, even when stressed.

Each kit includes **behavioral health educational materials**, tested **experiential learning activities** rooted in clinical research, and **carefully selected equipment** to make the cognitive skills—and behavior changes—stick:

> **CBT will remain effective in conditions for which we do not currently have available evidence... We need to recognize the consistent evidence for the general benefit which CBT offers.**
>
> **- Meta-analysis of 494 studies of CBT[13]**

- Hands-on learning triggers emotional memory and behavior recall.
- Waypoint books guide participants through reflection, application, and repetition of concepts to reinforce skill building.
- Serialized approach supports cumulative learning without information overload.

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THE CHIMNEY TRAIL HEALTH SOLUTION

A Category-Defining, Evidence-Based Solution

CBT TOOLS

A well-established framework shown to be consistently effective across many populations, contexts, and behavioral health concerns.[14]

PROSPECT THEORY

An evidence-based explanation for how the brain's two processing speeds (fast or slow) can lead to cognitive errors that drive depression, anxiety, and other behavioral health concerns that impact performance.[15]

KINESTHETIC LEARNING

Hands-on experiences and learning in novel environments both promote memory retention—essential for behavior change.[16]

INDIVIDUAL REFLECTION & PRIVATE APPLICATION

Waypoint Kits provide participants with predictable opportunities to reflect on their learning, practice new cognitive skills, and apply behavioral health knowledge in a safe, private setting of their choosing.



BIBLIOTHERAPY DELIVERY

A robustly supported delivery mechanism to allow asynchronous learning and practice of evidence-based concepts and tools.[17, 18]

HIGH-QUALITY GEAR

Tactile and interactive elements allow participants to apply CBt techniques in real-world scenarios, increasing the likelihood of long-term behavior change.[19]

EXPERIENTIAL COGNITIVE LEARNING

Forty years of research have demonstrated strong effects of experiential learning in enhancing retention and engagement, especially when combined with cognitive exercises.[20, 21]

WP-01: FIRST KIT FROM THE FOUR CHIMNEY TRAIL HEALTH WAYPOINT KITS.

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99%

report they are able to challenge those unhelpful thoughts with our CBt-based program.

Built On What Works

The Waypoint Kit program and CBt model are not therapy, but both are rooted in clinical theories and principles backed by decades of rigorous research.

The practical, proven training translates **principles of CBT** and **Prospect Theory** into an experiential learning curriculum designed to shift how individuals think about, experience, and respond to stressors.

The Waypoint Kit program's clinical foundation allows leaders to invest in and strengthen their team's long-term mental resilience—well before individuals disengage, burn out, or resign.

Over time, the cumulative effects of this investment can shield the bottom line and set teams up for future success and sustainable business growth.

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The Chimney Trail Health Solution

Chimney Trail Health's nonclinical Cognitive Behavior training (CBt) builds capacity for resilience so that high performers maintain peak productivity. The Waypoint Kit program is:

1. PROVEN YET SIMPLE

The Waypoint Kit program integrates proven tools within a rigorously designed, multifaceted learning approach to make the tools that work accessible, increase engagement, and facilitate skill retention.

2. SERIALIZED FOR SUCCESS

Delivered bimonthly over a 6-month period, the Waypoint Kits are an extended learning opportunity to achieve real behavior change. Participants build skills progressively and integrate them into their daily lives, including at work.

3. FOCUSED ON PREVENTION

Continuous proactive support and intervention regarding a range of mental health concerns—from chronic stress and burnout to a mental health crisis—are central to the Chimney Trail Health approach.

4. GENERALIZABLE

CBt skills are generalizable and can help individuals overcome multisystemic stressors, enabling companies to forge burnout-proof teams.

5. REAL AND MEASURABLE

Mental health apps, though cheap and abundant, do not promote engagement—with some studies noting 96–97% churn rates within the first month. In contrast, hands-on experiences and novel learning environments both promote memory retention.

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PROGRAM OUTCOMES

Results That Matter

Designed to fit seamlessly within talent development offerings, wellness programming, and team level initiatives, Chimney Trail Health's CBt program is designed to create measurable change that sticks.

Kickoff Seminar Sets the Mark

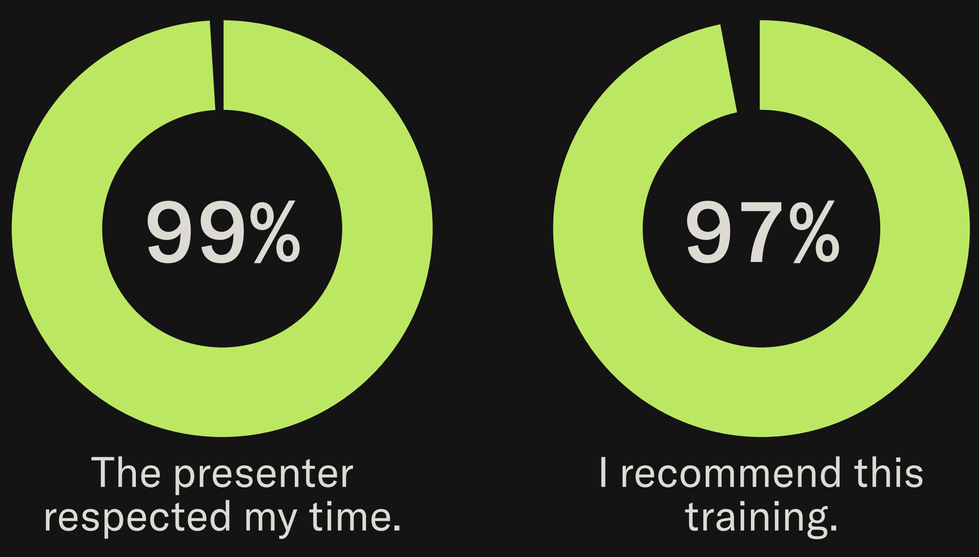
The Kickoff Seminar sets that stage for immediate learning and continued engagement that drives behavior change.

The seminar spots filled in minutes and the training was absolutely loved.

- HR Director

University Affiliated Research Center

HIGH PERCEIVED VALUE



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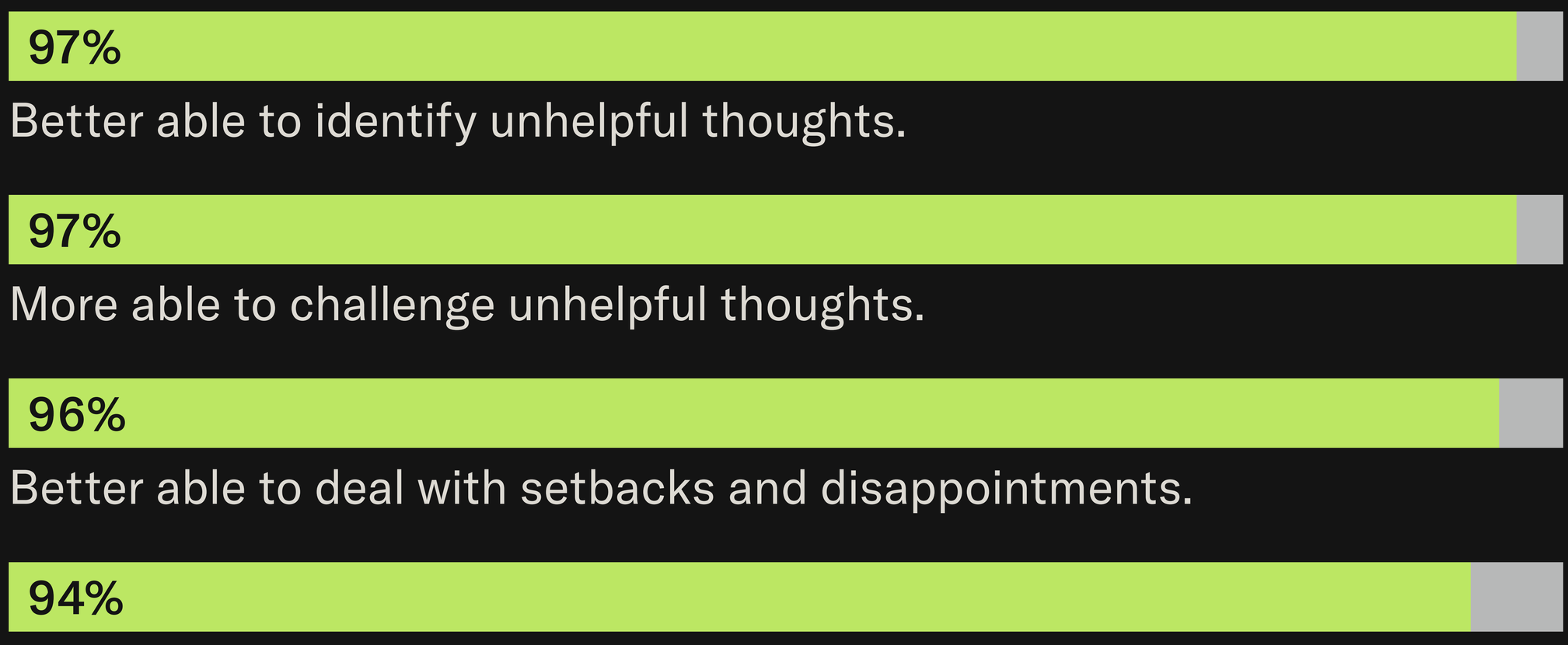
ONGOING TRAINING

Lasting Impact

As an evidence-based training company, program evaluation and real behavior change are at the heart of our model. Over a 6 month, serialized curriculum, CBt tools are practiced and integrated for lasting change.

A MEASURABLE BUSINESS ADVANTAGE

Respondents report they are:



IMPACT EXTENDS RETURN ON INVESTMENT

Waypoint Kit Training impact extends to others, benefiting individuals, families, and teams:

93%
Shared what they learned with others.

63%
Completed at least one kit activity with others.

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A SMART INVESTMENT WITH MEASURABLE IMPACT

When it comes to employee wellness, many companies are spending but not necessarily investing. The Waypoint Kit program is a high-impact, scalable training model that delivers value and significant ROI across multiple areas:

ORGANIZATIONAL

- Reduced stress-related productivity loss
- Increased team cohesion, morale, and resilience
- Scalable training that integrates with existing wellness programs

LEADERSHIP

- Better equipped to lead and succeed under pressure
- Retention of key talent during promotion cycles or high-demand seasons
- Reduced leadership burnout and disengagement

The Waypoint Kit program is a strategic choice to transform wellness from a “nice to have” to a measurable business advantage.

I've had several trainings like the [Chimney Trail Health] session, including last week with another mental wellness partner. This is the only one that has felt productive and actionable instead of simply repeating facts about systems of thinking. The most recent one also had an app available, but I am finding the journal, the time capsule, and being outside with others to be much more lasting to my rethinking than informational sessions and exercises where I participate alone.

- Senior Manager

Fortune Best 100 Companies to Work For Leader

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CHIMNEY TRAIL HEALTH'S SOLUTION

Resilience Starts With Chimney Trail Health

Chimney Trail Health offers enterprise-ready training for teams that can't afford to burn out and leaders who are looking for an off-ramp from the recruit–train–resign cycle. Whether you're supporting rising leaders or blended and remote teams in high-stakes environments, our solutions are:

- Customizable
- Scalable
- Evidence-Based
- Designed for Results

CONTACT US TODAY TO SCHEDULE A CONSULTATION OR REQUEST A PILOT.

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ABOUT CHIMNEY TRAIL HEALTH

Author Bios



CDR Matthew Brown, USNR
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Matthew Brown, a US Navy Reserve Commander and Bochnowski Family Fellow at Stanford's Hoover Institution is cofounder and CEO of Chimney Trail Health. Drawing on his experience as a naval officer, warship captain, and senior advisor for SEAL Team 17, he saw the need for accessible Cognitive Behavioral tools. Collaborating with leading experts, he developed a nonclinical, prevention-first CBt curriculum to combat anxiety and depression for all ages.

Dr. Leah Blain, PhD
Chief Clinical Officer
Chimney Trail Health

Dr. Leah Blain is a licensed clinical psychologist, Beck Certified Therapist and Supervisor, and CCO for Chimney Trail Health. She spent the last decade building and running cutting-edge behavioral health clinics, most recently at the University of Pennsylvania, where she launched a specialized Cognitive Behavioral Therapy program for veterans and military family members. An evidence-based, trauma-focused therapist, she previously ran randomized clinical trials for PTSD, depression, sleep, and more.

Chimney Trail Health is a preventive behavioral health organization dedicated to providing accessible, evidence-based tools that empower individuals and families to thrive. **We specialize in preventive Cognitive Behavioral training (CBt)**, equipping people of all ages with skills to manage stress, reduce anxiety, and navigate life's challenges. At Chimney Trail, we believe mental health support should be proactive, engaging, and available to everyone.

Our programs combine cutting-edge research with expert guidance to deliver CBt in an approachable and memorable way. With input from experts at leading institutions like Johns Hopkins, Stanford, and the University of Pennsylvania, our curriculum bridges the gap between clinical expertise and real-world application. Whether you're seeking to improve resilience, foster emotional wellness, or support loved ones, Chimney Trail offers tools that make lasting, healthy mental states achievable.

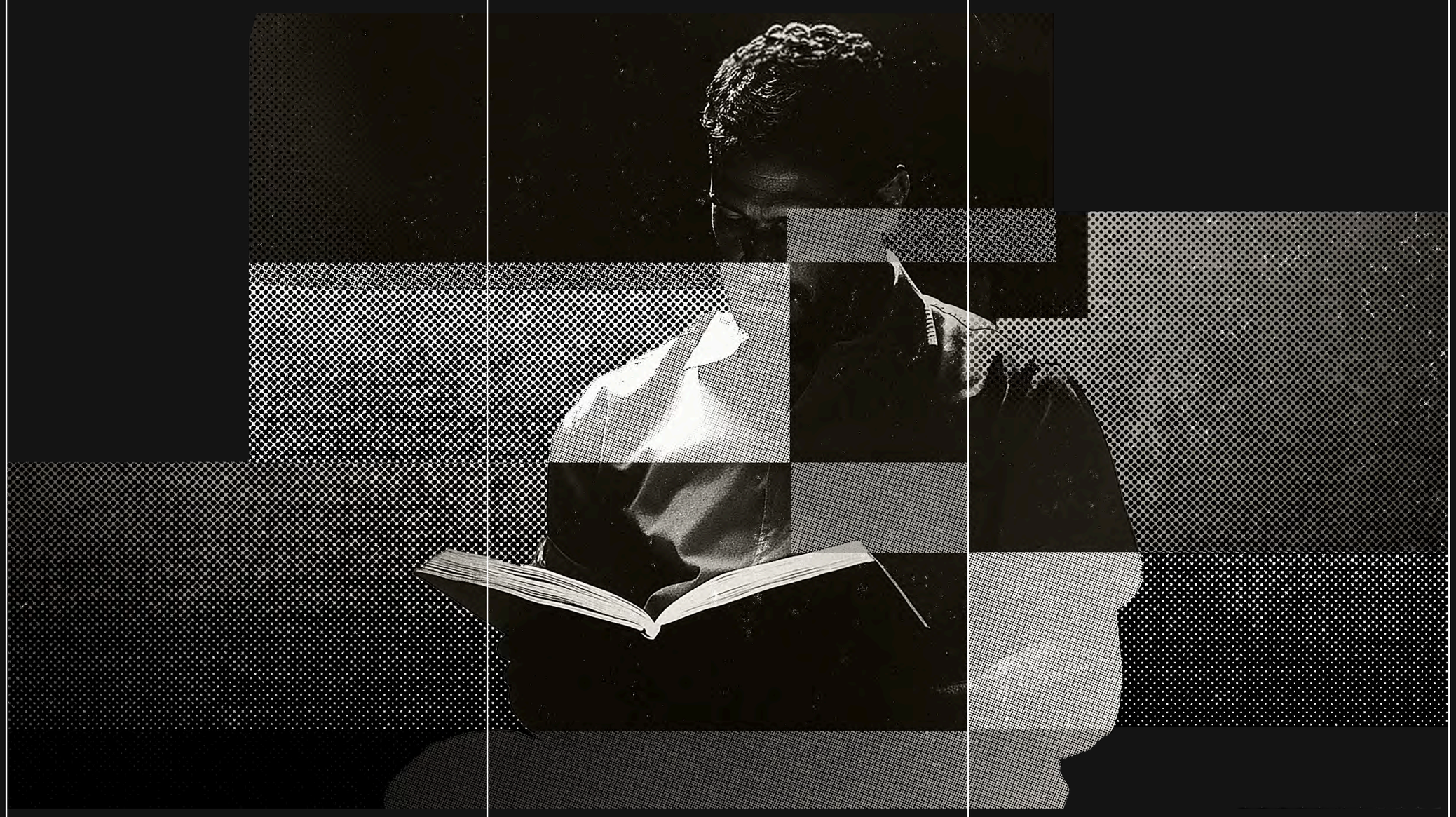
Founded by experts in clinical psychology, performance enhancement, and military service, Chimney Trail is committed to making a positive impact. Our mission is to push back the tide of anxiety and depression by teaching participants the principles of Cognitive Behavioral Theory and how to apply them in daily life—before the crisis.

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Get Started With Chimney Trail

SCAN THE QR CODE.

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