Project 332/FY15

Brief Company Profile

The company is a professional practice offering psychological and counselling services.

Objective of the consulting project

The clientele base of the company is primarily individuals, both adults and children. They rely mainly on industry referrals and web search in acquiring new clients. The company faces challenges in attracting new clients because mental wellness is still regarded as a taboo in the society and the perception of the high price points, etc. Hence, they hope to reach out to corporate clients by offering to be the appointed service provider with the companies co-pay for services rendered to the employees. They would also like to look into holding educational talks for companies (preventive measures) and skills training on self-awareness and overcoming struggles (4-8 weekly sessions).

Project work required (not restricted and not limited to)

Conduct feasibility study to assess if the ‘Employee Assistance Programme’ (EAP - a well known programme in Europe and US) will be widely accepted by the commercial world. The project work includes:

- An understanding of HR managers’ perception on Employee Assistance Programme
- Consumption of mental health services is a taboo. How can this be overcome? What kind of management support is necessary.

Student Requirements

- 3-member team with at least one senior student

The team will be mentored by a project advisor.

More Information

Start Date: ASAP
Duration of project: 10-12 weeks
Stipend: $3000 per team (excluding incidental expenses incurred during the course of the project)
Working hours: Flexible working hours
Internship filing: Up to 10 weeks