

A photograph of three diverse individuals in a meeting. On the left, a Black man with glasses and a white t-shirt is smiling. In the center, a young man with brown hair and a grey t-shirt is looking at a laptop. On the right, a woman with long dark hair and a grey sweater is holding a tablet and smiling. The background is a dark wall with a grid pattern.

# Kann Purpose krank machen?

**Gesundheitsorientierte Führung in Sozialunternehmen  
@ Netzwerktreffen Nachhaltigkeit**

10th of February 2024



# Meet the Accelerate Health Team



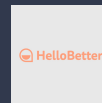
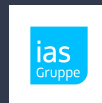
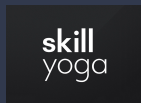
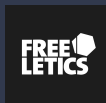
Gerjet Efken

- Founder of Accelerate Health, Skill Yoga
- 8y experience as PM and UX Designer in health tech startups
- Certified yoga teacher, meditation and mindfulness teacher, breathwork therapist

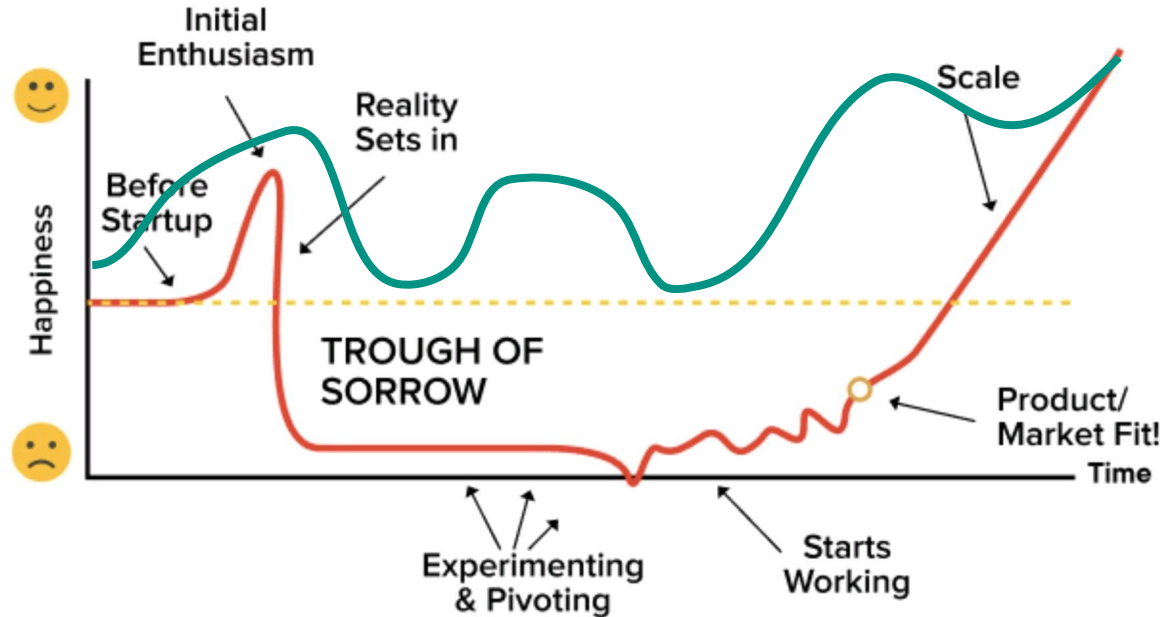


Natascha Prieß

- Expert for digital health innovation and workplace health promotion
- 5y experience as health tech strategy advisor, incl. partner management for Flying Health
- Health & Social Psychologist (M.Sc.), health coach, startup advisor



# We empower entrepreneurs to successfully manage the startup rollercoaster



# Working closely with our strong partner network

**techstars**



**VentureCapital**  
MAGAZIN

**cet** Centrum für  
Entrepreneurship &  
Transfer.



**IMPACT  
FACTORY**



**GRÜNDERSZENE**



**BRVCK**

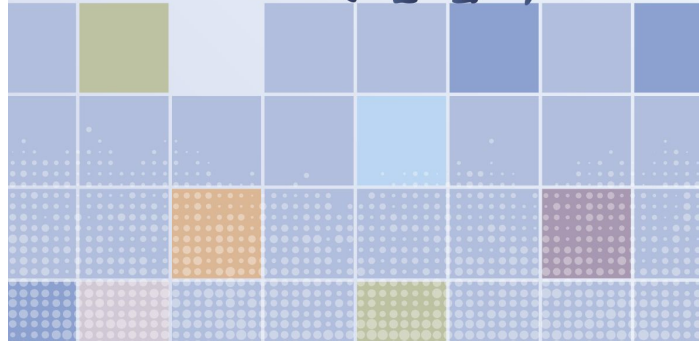
# Chat Check-in



1. What's your current role?
2. What's a mental health challenge you've experienced (connected to your job)?

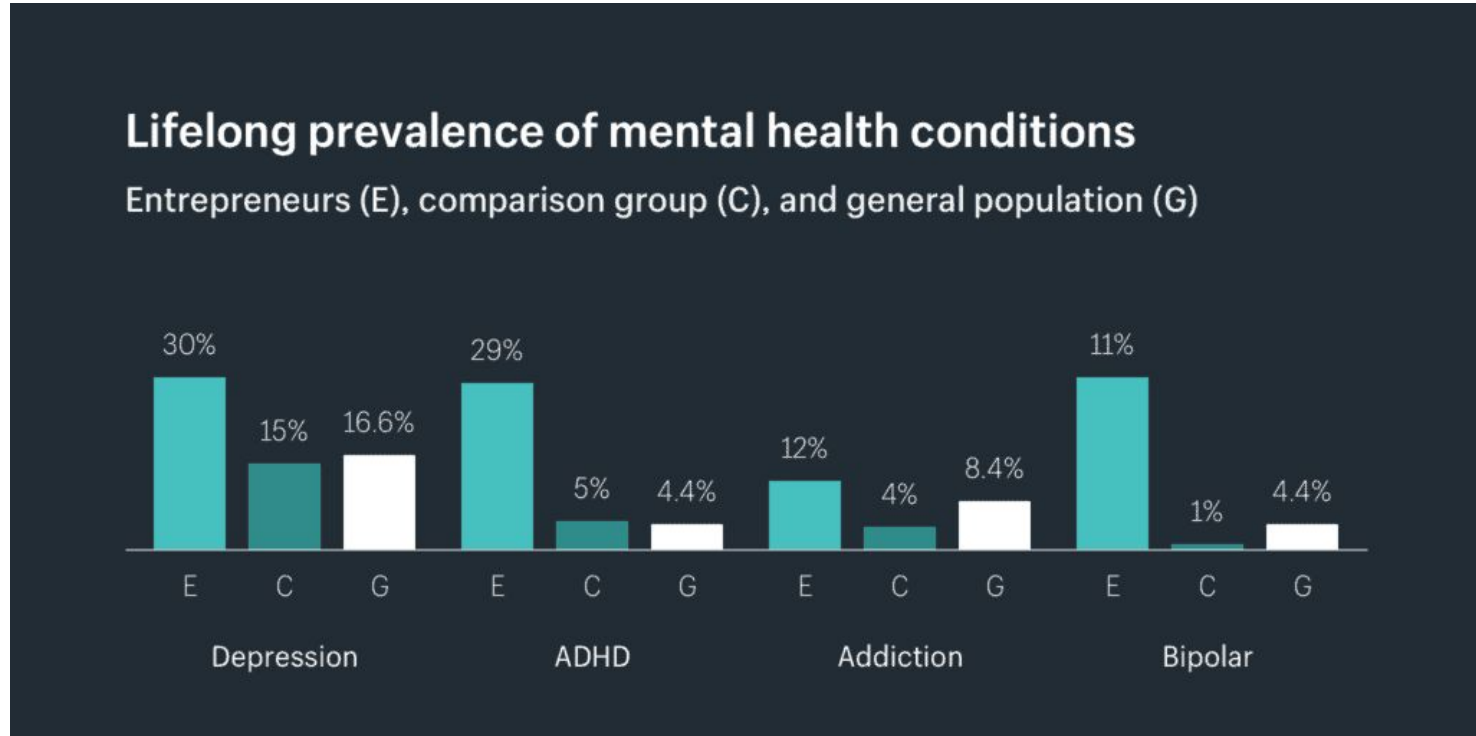
Kann Purpose krank machen?

# Nationale Strategie für Soziale Innovationen und Gemeinwohlorientierte Unternehmen





# Entrepreneurs have “special” personalities



# The startup grind takes a major toll on founder mental health

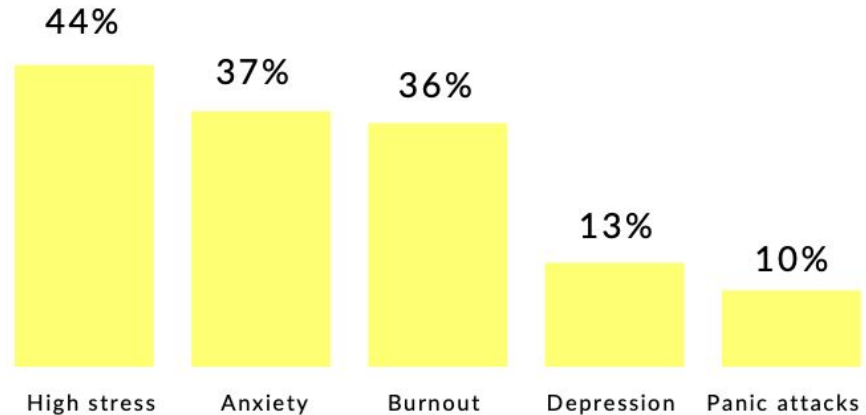
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**72%**

OF FOUNDERS REPORT AN IMPACT ON THEIR MENTAL HEALTH

FOUNDERS SUFFER FROM ONE OR MORE OF THE FOLLOWING:



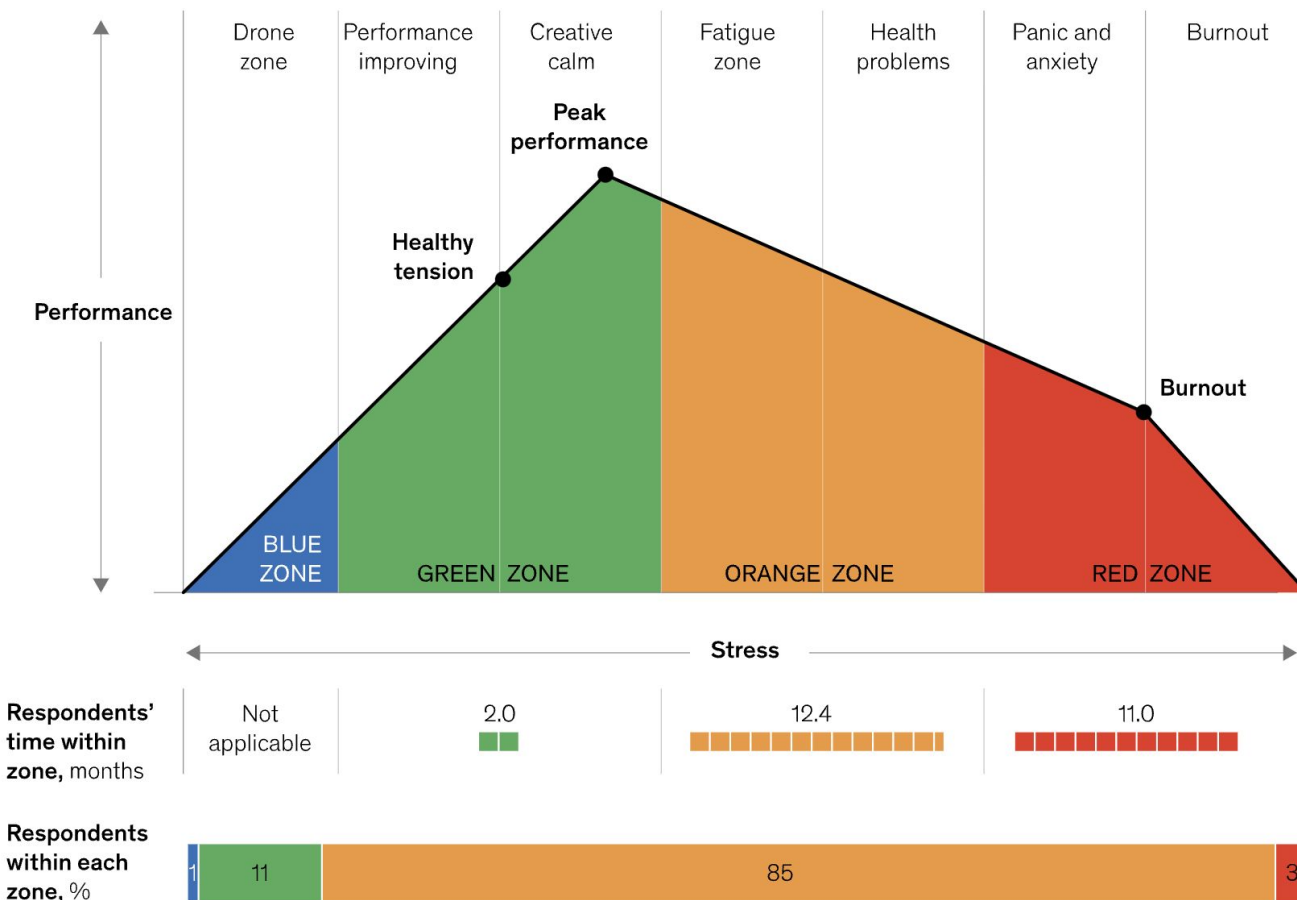
*“2/3 of startups fail due to avoidable people problems.”*

– Noam Wasserman, Harvard Business School



But what about purpose-oriented organizations?

# Nonprofit leaders' self-assessed performance and stress levels,<sup>1</sup> (n = 93)

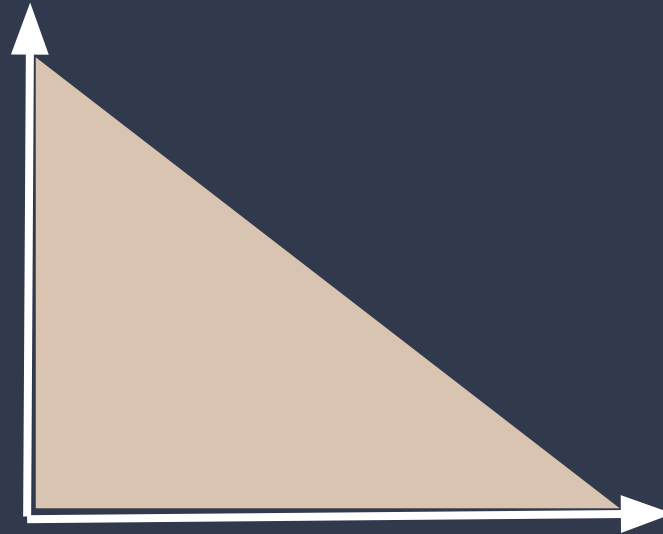


Source: McKinsey (2023)

# Leader model health behavior is directly related to employee health



Stress level of employees



Model health behavior of the leader

*Employees of purpose-driven companies are more likely to be stressed and score lower for wellbeing, resilience, and self-efficacy.*

– The Insights Survey (N=3715)

*“Organizational health is the single greatest competitive advantage in any business.”*

— Patrick Lencioni, Author *The Five Dysfunctions of a Team*




Antworten via Chat



Welche Faktoren führen zu schlechterer  
Gesundheit in Purpose-orientierten Unternehmen?

## 3 Next Steps

1. **Walk the talk:** Prioritize your long-term health over short-term output, especially when working in a purpose-driven environment.
2. **Ask for organizational mental health practices:** When applying for a job, ask employer how they handle and manage mental health in the organization.
3. **Be a role model:** Raise awareness, make mental health, psychological safety and leadership effectiveness a business priority in your company.

A photograph of three diverse individuals—two men and one woman—collaborating in a meeting. One man is using a laptop, another is holding a tablet, and they are all smiling and engaged in conversation.

Let's work together to build a growing community  
willing to drive next generation entrepreneurship

hello@acceleratehealth.de