

Investments in Mental Health: Long-Term Efficiency for Startups and Technology Companies

Nazarova Yendigul^{1*}

¹ Candidate of Philosophy, Associate Professor, Kazakh National Pedagogical University named after Abai, Almaty, **Kazakhstan**

DOI - <http://doi.org/10.37502/IJSMR.2025.8705>

Abstract

This article explores investments in employee mental health as a significant factor in enhancing the resilience and long-term economic efficiency of startups and technology companies. It examines mechanisms for investing in employees' psycho-emotional well-being, including corporate support programs, the use of technologies for mental health monitoring, the creation of flexible working conditions, and leadership training. Examples of successful programs implemented in major technology companies and startups are analyzed, highlighting their impact on productivity, employee retention, teamwork, and talent acquisition. Particular attention is given to how these programs contribute to improving workplace climate and enhancing overall efficiency.

Keywords: mental health, investments, startups, technology companies, psycho-emotional well-being, stress.

1. Introduction

Over the last decades, mental health (MH) has become highly relevant in public discourse, especially in relation to professional activity. The modern work environment, with its rapid changes, constant deadlines, and fierce competition, deeply influences the emotional states of employees and potentially their productivity and overall business performance. A healthy mind is an important factor determining not only the personal well-being of employees, but also the success of the company in the long term.

For startups and tech companies, where every employee plays a significant role in driving innovations and achieving corporate results, MH is part of the corporate strategy. In other words, investing in programs of support for psycho-emotional well-being is not a social obligation but an economically justified measure that improves productivity, reduces employee turnover, and enhances corporate culture. The purpose of the paper is to examine the importance of MH investments for startups and technology companies, analyze the long-term return of the investments made.

2. Main part. The state of MH in the technology industry

Employee MH lies at the heart of powering any company's, including startups and technology companies, sustainable and efficient operation, where innovation and quick decision-making are the hallmarks of competitiveness. The psychological and emotional well-being of employees has a direct impact on their ability to perform professional duties effectively,

collaborate in teams, and creatively solve complex issues. Its breach diminishes productivity, along with the quality of work, and this has a ripple effect on the general dynamics of the company.

Research conducted in the USA in 2024 highlights the significant impact of MH disorders on labor productivity in the technology sector. Most employees of technology companies admit that their mental state has worsened over the past year due to their professional activities. This decline is reflected in their work outcomes: the number of errors in projects increases, deadlines are missed, and teamwork becomes less cohesive [1].

For startups and technology companies, where every employee plays an important role in the implementation of projects, the negative impact of mental disorders can be especially devastating. The key to preventing such bad outcomes lies in the early recognition of the signs and symptoms of MH problems among workers. Table 1 shows the most common problems, each of which has its own characteristics.

Table 1: Issues MH [2, 3]

Problem	Definition	Effects
Burnout	A chronic state of emotional and physical exhaustion caused by prolonged stress and excessive exertion.	Decreased motivation, productivity, and job satisfaction, as well as the risk of anxiety disorders and depression.
Stress	A state of stress caused by the inability to cope with the demands of work in conditions of high responsibility.	Loss of physical and emotional resources, constant stress, impact on the quality of work.
Depression	A mental disorder characterized by a persistent decrease in mood, loss of interest in work and life.	Problems with memory, concentration, deterioration of personal and professional activities.

According to the author, all these problems impede the establishment of healthy corporate culture, reduce innovative potential among the team members, and raise the risk of losses in personnel. The ability to surmount all these challenges can be realized only when the leadership embarks on serious measures regarding the prevention and timely identification of MH issues. In this respect, it will minimize negative consequences both for the personnel and business in general. The approach to such problems should be not only reactive but also preventive, with the assurance of long-term growth of the company.

3. Mechanisms for investing in employee MH

Investment in the MH of employees is one of the increasingly important aspects of investment in corporate strategy. Support programs are aimed at conditions that allow better emotional and psychological well-being, increasing productivity and engagement, with reduced burnout and stress. While implementing support programs, different mechanisms have to be employed (fig. 1).

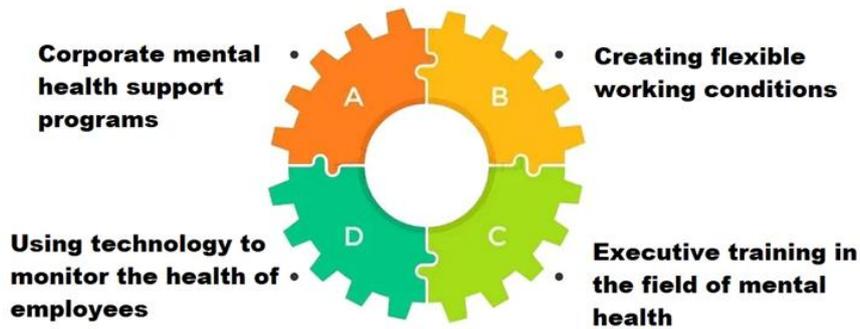


Figure 1: Mechanisms for investing in employee MH

One of the best mechanisms of investment in MH is the **creation and implementation of corporate support programs directed at the psychological well-being of employees**. The programs can include access to psychotherapists, regular training sessions and courses focused on stress management and the development of psycho-emotional resilience, and mindfulness practices.

With the rapid growth in technology and the increasing demand for digital solutions, more firms are adopting **applications and online services that monitor the MH of their employees**. Technology can offer a wide variety of devices for the assessment of emotional states, monitoring of the level of stress, and even diagnostic evaluation of early burnout symptoms. Mobile applications for meditation and consciousness growth such as Calm and Headspace, and dedicated platforms for tracking the psycho-emotional state of employees (Woebot and BetterHelp), can become widely used tools for augmentation of MH [4]. These programs give personalized recommendations, enabling employees to work on reducing stress and increasing their well-being at a convenient time. They could include relaxation exercises along with advice on managing anxiety or emotional exhaustion.

Some consultations are taken online, allowing the employee to get help when needed from their home or office comfort zone. It's important in this work-from-home context that access to support might be unequal, or there could be the fear of stigma.

The second critical mechanism in minimizing employee stress and burnout is **flexible working conditions**. They allow employees to balance professional and personal lives better, reducing the stress level significantly. Through remote working conditions, employees get the job done at times suitable to them, preventing overworking and enabling them to work in more relaxed conditions. Flexible work conditions also allow employees to modify working hours based on personal needs, which gives satisfaction and reduces anxiety.

One of the most important mechanisms for maintaining employees' MH is **training for leaders and managers**. These programs must include not only stress management skills but also training in empathy, supportive communication skills, and burnout symptom detection. Managers with these skills are better equipped to support teams, create conditions for emotional safety in expression, and reduce stress. Managers can implement team practices enabling psycho-emotional well-being, such as frequent «check-in» meetings, when workers can exchange their experience and seek support.

Mechanisms for investing in employees' MH are important tools for creating a healthy and efficient work environment. These measures contribute to reducing stress and burnout, enhancing productivity, and strengthening corporate culture, ultimately leading to long-term benefits for the company, such as improved performance, reduced employee turnover, and greater business resilience.

4. Long-term benefits for startups and technology companies

Encouraging psycho-emotional well-being of staff not only has short-term impacts but also longer-term ones, dictating all stages of enterprise performance. Perhaps one of the most significant benefits immediately resulting from MH investment is the reduction of **employee turnover**. A company that cares to provide the necessary equipment in supporting employees to remain emotionally and psychologically sound offers a work place where employees are respected and cared for and are less likely to look for other job opportunities [5]. Companies that spend on MH support initiatives minimize the expenses of employee recruitment and training while improving the stability of the workforce. High employee loyalty means not only a decrease in turnover but also, in general, the development of a team that is interested in achieving common goals, which for startups is very important because business success often depends on the work of a small group of specialists working together.

Investments in MH directly impact **employee productivity**. Different varieties of psycho-emotional challenges-stress and burnout-can decrease work efficiency by reducing decision-making potential, increasing errors, and slowing down the pace of executing tasks. In technology companies where concentration and a possibility for showing creativity are important, with decreased stress and emotional exhaustion, they can be more productive and work more effectively. Support programs help workers cope better with critical situations, enhancing their potential to make decisions and manage workloads. Employees who are aided in solving psycho-emotional problems work more focused, exerting a positive influence on global corporate outcomes.

Procedures put in place to support the MH of employees **create a healthy corporate culture of trust, cooperation, and openness**. If a company is genuinely supportive of its employees, then creating a culture where everyone on the team has the support and can ask for it if needed is what it entails.

This reduces tensions and internal conflicts, improving communication and cooperation among members. Stress-resistance training or regular sessions with a psychologist enable employees to address not only personal problems but also to improve their relationships at work. This improves the overall mood at work, thereby improving team morale and motivation.

One of the most influential factors in the growth of startups and tech companies is **attracting talented professionals**. In the very competitive market for skilled talent, companies become more attractive employers not only with their competitive salaries but also by giving attention to the MH of employees [6]. This has been one of the main topics in recent years for many workers when they have to choose where to work. Employees expect that companies can provide them not only with material rewards but also with support of their well-being.

A company which openly demonstrates care in employee MH is perceived as an attractive partner in the job market. It is more appealing to high-calibre employees who desire to work in environments where their needs and well-being are considered. Thus, mental balance assistance

becomes not only a part of business culture but also a factor of competition to attract the most competent workers.

Investment in the MH of employees is also used to **improve the company's reputation** and public image. In the context of trends today that underpin corporate social responsibility, companies actively working on the psycho-emotional well-being of their employees reflect their moral standards and care for people. It is very important in recruiting employees but also in relations with clients and partners.

By actively supporting mental well-being among employees, a company develops an image of an organization that is concerned about human health. It makes its clients and partners trust it, which can result in more stable business relationships and more chances for collaboration. MH support programs become the essence of corporate social responsibility, which makes the company a reliable and ethical partner.

Hence, investing in employee MH benefits startups and technology businesses in the long term in all aspects of their businesses. A number of companies are keenly involved in introducing schemes to promote it, understanding the importance of this element in improving the productivity of employees, establishing corporate culture and achieving long-term strategic goals. For example, **GitHub** introduced the psychological support program Mindscape. In the framework of this program, the company offered confidential online consultations of licensed therapists and workshops and training focused on MH. This program was adjusted to the needs of employees for helping to cope with stress connected with working in the fast-growing tech company, reduction of employee turnover, and increasing of productivity [7].

Another example is **Zoom**, which introduced the MH Days program, providing employees with additional paid leave to restore their psycho-emotional state, particularly in a remote work environment. There were routine virtual meetings that helped to alleviate stress and burnout, psychological counselling, and stress management training. This made the company extremely productive while reducing employee burnout and stress, further increasing their ability to work at high levels. In virtual work, the program reduced feelings of isolation and overload, improved engagement without raising absenteeism. It also established commitment in employees by showing that the company cared for their well-being, thus reducing turnover [8].

Programs that aid in MH among startups and tech companies not only help in dealing with too much stress and burnout but contribute significantly towards achieving strategic goals. They improve productivity, reduce turnover, enhance corporate culture, and make the corporation more dedicated. Such programs are vital for long-term sustainability as well as competitiveness.

6. Conclusion

Investments in the MH of employees yield high return on equity in the long term, particularly in startup companies and technology firms. Psycho-emotional health care has developed from a component of corporate social responsibility to a strategic tool suitable for strategic goals. Prevention of burnout, stress, and other emotional pathologies can contribute to employee productivity and quality of work processes with a development of durable corporate environment culture. These programs help in establishing teamwork, reducing employee turnover, and improving engagement, which is particularly important in startups where every employee is working towards business success.

Psychological well-being support programs also contribute to the establishment of the company's reputation as a good employer and enhance its image. The company that provides psycho-emotional well-being for its employees becomes desirable for talented professionals by default and forms a positive market image. In this regard, investment in health is providing long-term sustainability, innovational prospects, and the competitiveness of the organization in conditionally rapid changes in markets.

References

- 1) Jibunoh J., Ezichi O., Okpanachi V., Amaechi C., Awosan W., Tchoumo P., Sanusi J. (2025). Impact of Remote Work Dynamics on Mental Health and Productivity. *Open Journal of Depression*, 14(1), 13–27. <http://dx.doi.org/10.4236/ojd.2025.141002>
- 2) Erkenkizi D. (2024). Study of the effectiveness of adaptation of the educational process of senior school children for successful preparation for higher education. *International Journal of Humanities and Natural Sciences*, 10–2(97), 32–36.
- 3) Zeira A. (2022). Mental health challenges related to neoliberal capitalism in the United States. *Community mental health journal*, 58(2), 205–212. <http://dx.doi.org/10.1007/s10597-021-00840-7>
- 4) Fullam E. (2024). *The social life of mental health chatbots*. Birkbeck, University of London.
- 5) Baid V., Jayaraman V. (2022). Amplifying and promoting the «S» in ESG investing: the case for social responsibility in supply chain financing. *Managerial Finance*, 48(8), 1279–1297. <http://dx.doi.org/10.1108/mf-12-2021-0588>
- 6) Kidassova M. (2024). Cross-cultural strategies development for optimizing global team interactions and collaborations. *Bulletin of the Voronezh Institute of High Technologies*, 18(4).
- 7) GitHub - Blesson-Tomy / Employee-Mental-health: Hackathon Project: Our solution to the problem statement that was given to us during the Sandshores hackathon conducted by Gtech Mulearn // URL: <https://github.com/Blesson-Tomy/Employee-Mental-health> (date of access: 13.06.2025).
- 8) Okorie C. O., Ogba F. N., Amujiri B. A., Nwankwo F. M., Ofork T. O., Igu N. C., Iwuala H. O. (2022). Zoom-based GROW coaching intervention for improving subjective well-being in a sample of school administrators: A randomized control trial. *Internet Interventions*, 29, 100549. <http://dx.doi.org/10.1016/j.invent.2022.100549>