



**If you could build your best  
“you,”  
what would it look like?**



# Mike Nieto

Founder of Dig Deep & Catworks Construction

**MENTAL HEALTH ADVOCATE**

**GENERAL CONTRACTOR**

**COMMUNITY LEADER**



**DIG DEEP**



# My Story



# Old School









# Dig Deep Is Born

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- Men have a suicide rate 3.7 times higher than women
- Rate of suicide is highest in middle aged white men
- Construction industry has the highest suicide rate
- Most significant risk factors are mental health disorders



# Our Problem



THERE ARE REAL SOLUTIONS OUT THERE  
FOR MENTAL HEALTH, BUT THERE ARE  
ALSO A LOT OF BARRIERS PREVENTING  
PEOPLE FROM ACCESSING THEM.





# Lost Productivity

## POOR MENTAL HEALTH AND STRESS CAN NEGATIVELY AFFECT EMPLOYEE

Job performance and productivity

Engagement with one's work

Communication with co-workers

Physical capability and daily functioning





# Lost Productivity



DEPRESSION WILL INTERFERE WITH  
PHYSICAL TASKS

20% of the time







# Lost Productivity



DEPRESSION WILL INTERFERE WITH  
COGNITIVE PERFORMANCE

35% of the time



# Cost Comparison

## WHEN EMPLOYEES RECEIVE ADEQUATE TREATMENT FOR DEPRESSION, THEY HAVE

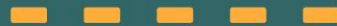
Reduced job-related accidents

Less sick days

Decreased resignations

Improved productivity

Improved team building dynamics

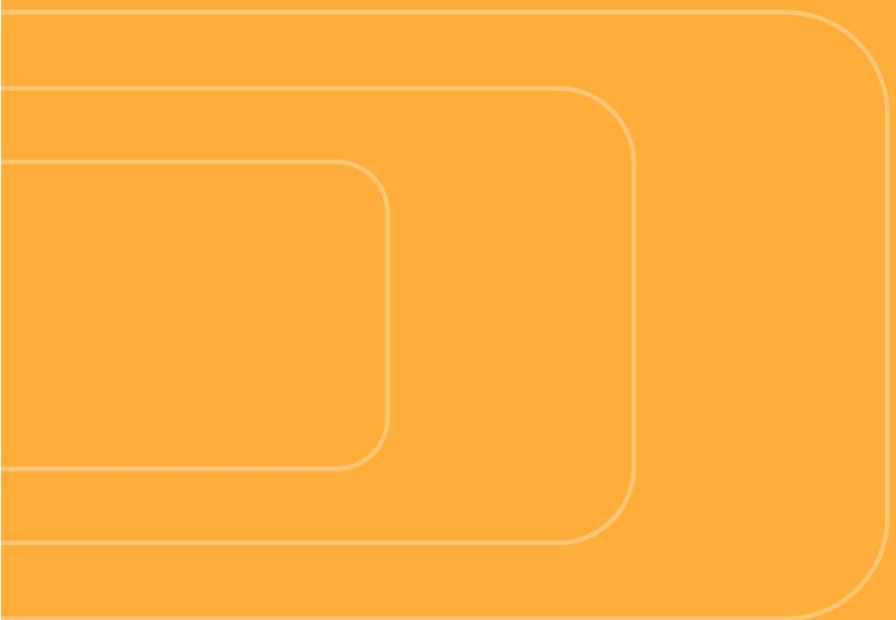






# Our Goals

RAISE AWARENESS  
DECREASE STIGMA  
CREATE ACCESS  
CONFRONT IGNORANCE



# Our Values


A REVITALIZED WORKFORCE THAT HOLDS  
EMOTIONAL WELLNESS AS THE FOUNDATION  
FOR HARD WORK.







# Our Solution



**DIG DEEP IS THE CONDUIT THAT PROVIDES  
STREAMLINED ACCESS TO QUALITY MENTAL  
HEALTH SERVICES, MAKING SELF-CARE EASY,  
ATTRACTIVE AND AFFORDABLE**

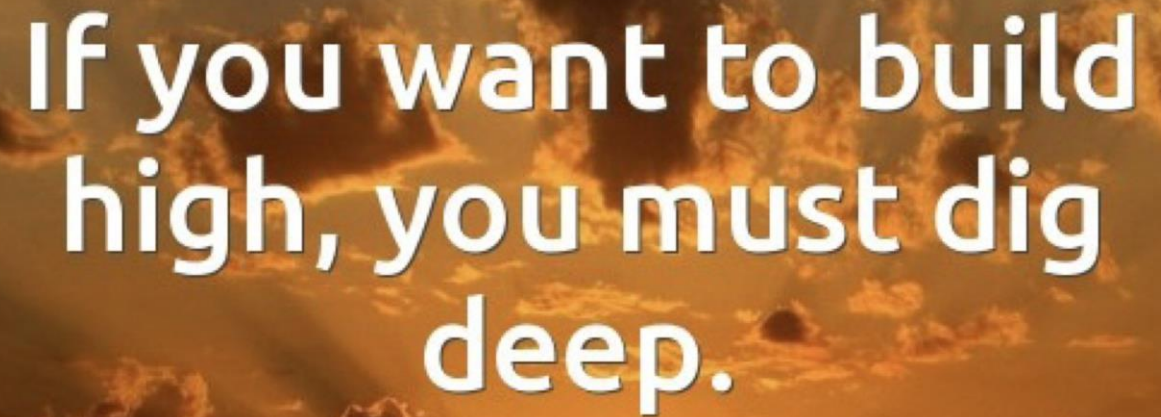


**DIG DEEP**

Talking about the tough  
issues in a safe  
environment

# Uncomfortably Safe

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If you want to build  
high, you must dig  
deep.

# Workplace Culture

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- Uncovering the “WHY” of You
- Discovering your Unconscious Motivators
- Best Self, Shadow, & Triggers
- Team Building








# CORPORATE MENTAL WELLNESS

**More Than Just Productivity  
& Wellbeing Depend On It**

People produce  
their best work  
when they are  
feeling their best.  
Now you can easily  
give them the  
support they need.

A yellow John Deere 210GLC skid steer loader with a backhoe attachment is shown in a construction setting. A worker wearing a hard hat and an orange shirt is operating the machine. The background includes a brick wall, a chain-link fence, and some trees. The text "Think of mental health as an investment. It brings value to every aspect of your business." is overlaid in white on the image.

**Think of mental health as an investment. It brings value to every aspect of your business.**