

# THE BLUE BUTTON FRAMEWORK

Reframing Executive Addiction from Organisational Liability to Unrivalled Resilience.



**Step 1: Establish the Boundary**  
Define, Secure, Enforce



A blue padlock icon.

**Step 2: Activate Truth Mechanisms**  
Transparency, Verification, Accountability



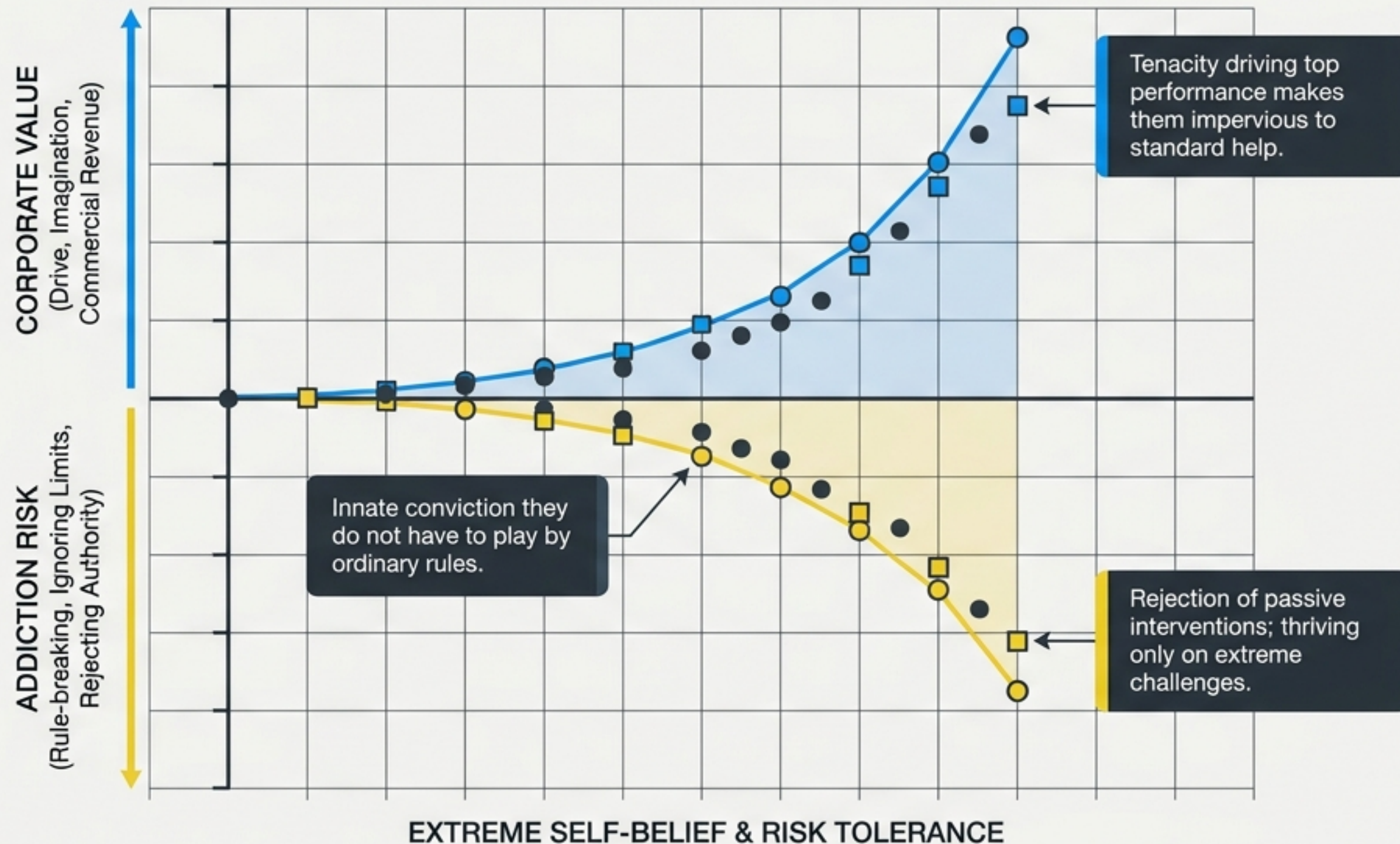
A magnifying glass icon.

**Step 3: Unleash Resilience**  
Adapt, Grow, Outperform



An upward-pointing arrow icon.

# THE BLUEPRINT OF A BRILLIANT LIABILITY



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Take a really clever person who believes in themselves... what do you get? Somebody who thinks they don't have to play by the ordinary rules.

# THE STATUS QUO: THE MURKY UNKNOWN



## THE MISFIT DIAGNOSIS

Forcing an alcohol or substance issue down an adjacent mental health pathway treats symptoms like anxiety, but ignores the primary driver.

## THE TRUST DEFICIT

High-profile executives reject internal help because it comes laden with hidden caveats and professional risks.

## THE FEAR OF EXPOSURE

Without true privilege, HR support is viewed as a mechanism to absorb corporate risk, not protect the individual.

How I read that was: we will only help you if we reserve the right to screw you.

# THE EXPENSE OF PASSIVE ENGAGEMENT

## THE INTERVENTION

Pushing the 'Yellow Button' of nebulous mental health.



## THE DEPLOYMENT

Mobilising highly expensive, fragmented help:  
CBT Specialists + Psychiatrists + Psychologists  
+ Occupational Health.



## THE OUTCOME

Paid Absenteeism without accountability.

**UP TO 12 MONTHS  
OF FULL-SALARY  
PAID ABSENCE.**

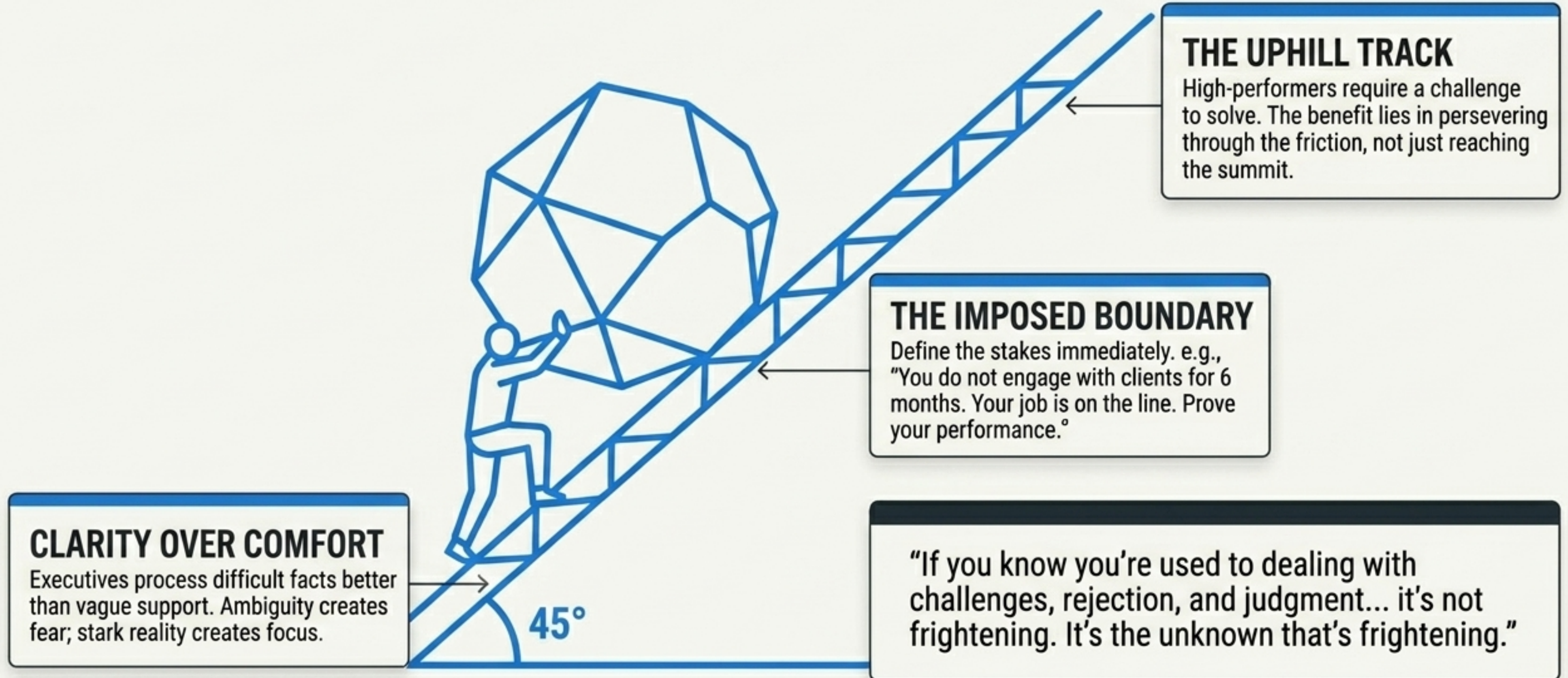
**The workplace passes the problem amongst themselves, hostage to secrecy and shame, whilst paying a premium for zero commercial return.**

# SHIFTING THE PARADIGM: TWO DISTINCT INTERFACES

	THE <b>YELLOW</b> BUTTON	THE <b>BLUE</b> BUTTON
APPROACH	Nebulous Mental Health Support	Targeted Addiction Recovery
THE RULE	Hidden Caveats & Threats	Clear Facts & Unconditional Boundaries
THE MECHANISM	Passive Medical Engagement	Active Accountability Sprints
THE OUTCOME	Highly Paid Absenteeism	Re-engaged Commercial Resilience

You cannot solve a stark, life-or-death problem with a murky, caveat-filled solution.

# THE PSYCHOLOGY OF UNCONDITIONAL BOUNDARIES



# EXECUTING THE BLUE BUTTON PROTOCOL

## 01. THE 90-MINUTE INTERVENTION

Direct, fact-based confrontation. Stripping away the facade.

## 02. IMPOSING BOUNDARIES

Enacting strict commercial boundaries with clear employment stakes.

## 03. HOLDING THE SPACE

Active, professionalised support keeping the executive accountable during withdrawal.

## 04. THE 6-WEEK SPRINT REVIEW

Definitive, time-bound assessment of progress and compliance.

## 05. RESILIENT RE-ENTRY

Structured return to high-performance output, weaponising new adaptability.

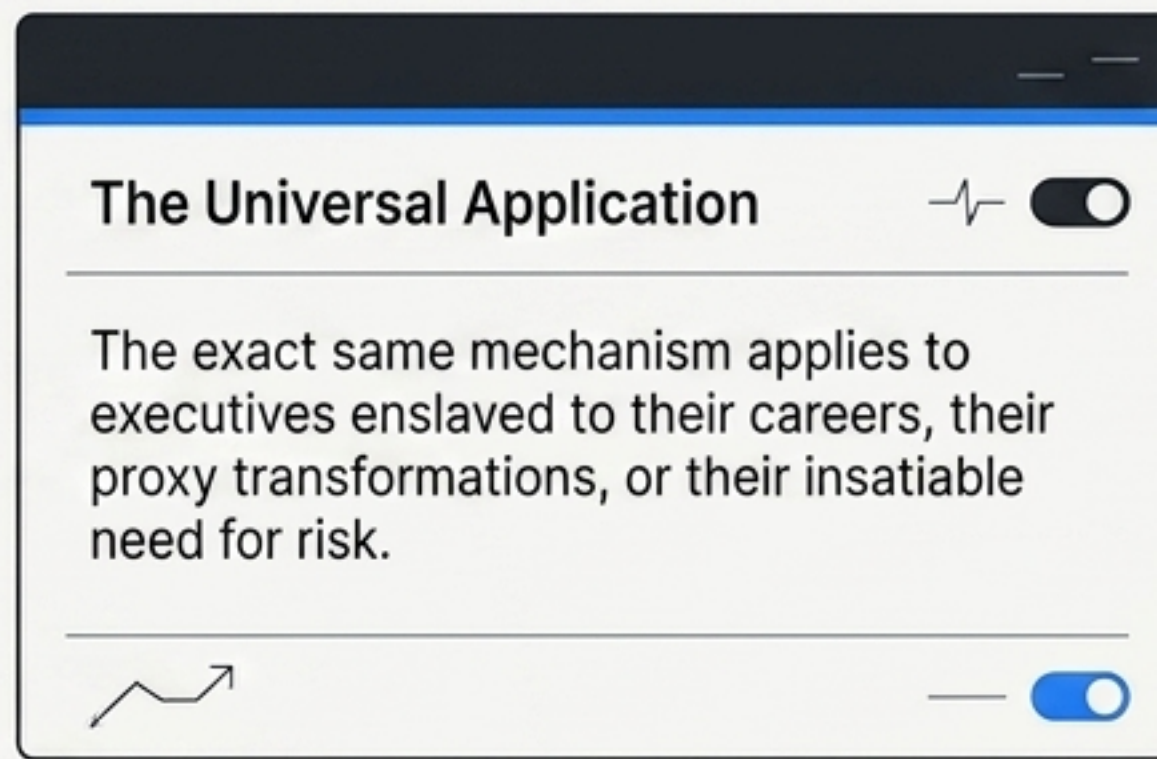
# The Synergy of Survival




The tools required to survive addiction are exactly the same tools required to lead an organisation through extreme adversity.

# Redefining the Terminology

- > ad·dic·tion (noun)
- > Origin: Roman 'addictus'
- > Meaning: To be indebted to; to be enslaved to. A surrender of agency, transcending mere physical dependence. █

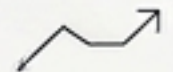


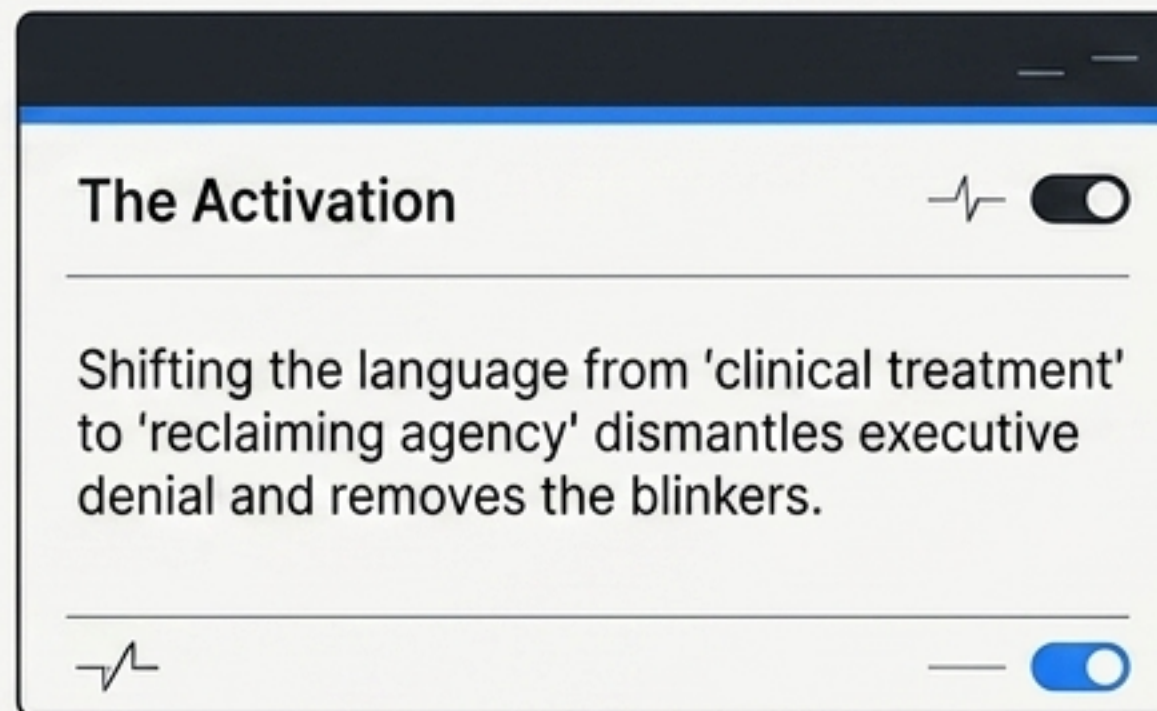
**The Universal Application** 


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The exact same mechanism applies to executives enslaved to their careers, their proxy transformations, or their insatiable need for risk.

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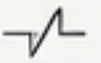


**The Activation** 

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Shifting the language from 'clinical treatment' to 'reclaiming agency' dismantles executive denial and removes the blinkers.

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# The Commercial Reality

## Cost & Benefit



Replacing nebulous, year-long paid absences with structured, highly-accountable 6-week performance sprints.

## Risk & Reputation



Neutralising the threat of unpredictable executive behaviour impacting high-value client relationships and firm credibility.

## Talent & Transformation



Retaining uniquely brilliant individuals who possess the rare drive to overcome friction, leveraging their recovery to upskill the entire team's resilience.

**You are not just saving a career. You are igniting organisational transformation.**