

How to evaluate any wellbeing provider

Six questions worth asking before you sign anything.

You are asked to fund wellbeing, then asked the following year whether it worked. Most decks look equally impressive. These six questions quietly separate evidence from polish. Print this, take it to your next provider conversation, and **hold us to it too**. That is the point.

1

Do you measure every session, or only the flagship ones?

A good answer: every session, on the same instrument, whether it went well or not. Selective measurement is a selected result.

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2

Do you report top-box scores, or only averages?

A good answer: both. A mean can hide a split room. The share who rated 8, 9 or 10 is the harder, more honest test.

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3

Do you keep “did they like it” and “did it help” in separate columns?

A good answer: yes, and they will say plainly which one their numbers actually measure. Satisfaction is not outcome.

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4

If I want outcome evidence, will you help me design for it before I buy?

A good answer: a baseline, a follow-up, ideally a comparison group, agreed before the first session. Outcome cannot be added afterwards.

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5

Where does the content come from: built for our context, or imported and lightly translated?

A good answer: they can show you what was adapted, and why. Content built for another market can miss the room entirely.

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6

What do your numbers not prove?

A good answer: a straight one. A provider who volunteers their own limits is showing you how they will behave when the stakes are higher.

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IF A PROVIDER HESITATES ON QUESTION SIX

That tells you something useful. Honest measurement welcomes its own limits. **Our own answer:** our figures are participant-reported perception, collected right after a session. They show the experience landed as relevant and well delivered. They do not measure clinical outcomes, and we do not claim they do.

Want the full dataset behind our answers?

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