

Key ideas in plain words

The words we use, explained simply: Missing Middle, Red Sea Moments, Park & Reflect, Green Badge, Supplier Tribes and more.

Key ideas

Mental wealth	Mental health names the issue. Mental wealth is the practical capacity to stay steady, decide well and perform under pressure. We treat it as a performance system, not a topic.
The Missing Middle	The large group who are not in visible crisis, but are not fully okay either. They keep functioning while quietly losing focus, confidence or capacity. Most support is built for visible crisis, so this group is missed until performance or behaviour has already slipped.
Red Sea Moments	Predictable pressure points, such as exams, transitions, year-end, restructuring or family upheaval. Most problems do not start when something goes wrong. They start earlier, when pressure rises and people are unprepared.
Red Sea Journals	Simple journals that help students, parents, staff and leaders mark their high-pressure periods and respond with routine rather than improvisation.
Park & Reflect	Short, practical prompts placed into moments you already have: events, meetings, pick-up times, message groups. A behaviour-shaping layer, not another lecture.
Green Badge	Trained, visible, non-clinical first-contact people within your community. Badge holders listen, reduce stigma and route people to help. They are conduits, not endpoints.
Hot-Button Audit	A short, structured check of where pressure is hitting hardest, so effort goes to the two or three issues that matter most.
Pathways	Defined routes from concern to help: preventative support, first contact, specialist and clinical care, and public systems.
The WE Alliance	The ecosystem layer. A curated alliance of vetted experts and providers, organised so that real issues are routed to the right kind of help. Not a public directory. A route forward.
Supplier Tribes	How Alliance members are grouped. Foundational tribes: Mind & Mood, Vitality, Stewardship and Connection. Specialist tribes: Elite Performance & Sports Science, Cognitive Performance & Career, Life-Situation & Clinical, and Alternative & Holistic Support.
Heartbeat	The shared calendar the Alliance moves to. When the heartbeat says it is exam season, the relevant experts show up together, which builds trust far faster than any one provider could alone.

Handcuffs	Shared quality and format standards every member keeps, such as short 180-second expert videos. They protect the trust that keeps doors open for everyone.
Wellness Walkway	The Alliance showing up together, grouped by tribe, at school festivals and professional events. A collective response rather than a row of separate stalls.
Founding 50	The first cohort of 50 schools building the Mental Wealth System, with founding cohorts for organisations, associations and experts alongside them.
Better ships, not calmer seas	Our working principle. We cannot remove the storms. We help people and institutions perform well in them.