Trust and Guarantees Playbook

Our Why, our courses, who we are, why trust matters to us, and the guarantee behind every product

The Root Of It Group · October 2026

OUR BRANDS

Mental Health COURSES

amhie | Association of Mental Health in Education

The Mentoring School

Our Why

> **We are a team of real people, with real experience and real passion providing excellence in mental health strategy through expert training, accreditation, resources and support.**

Everything in this playbook starts here. Our guarantees exist because we stand behind the people, experience and passion that make up The Root Of It Group. If what we deliver does not live up to our Why, we will put it right.

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The Mentoring School

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Our courses and packages

Every course and package comes with a guarantee. Click a course name to visit its web page, or a slide number to jump to its guarantee.

Course or package	Price	Guarantee	Slide
Mental Health Courses			
Accountability Package	£8,000, or £950 + VAT every 4 weeks	Risk Assessment Guarantee, plus £500 guarantees	11
Problem-Solver Package	£17,000, or £1,250 + VAT every 4 weeks	Risk Assessment Guarantee, plus £500 guarantees	11
Risk Assessing Mental Health Training	£1,190 + VAT	Confidence Guarantee	18
Risk Assessing Mental Health and Meeting Legal Obligations	£495 + VAT	Confidence Guarantee	18
Individual Stress Risk Assessment Training	£395 + VAT	Confidence Guarantee	21
Mental Health First Responder	£230 + VAT per person	Willingness Guarantee	24
The Mentoring School			
Mentoring Scheme Setup Plan	£14,250, or £950 + VAT every 4 weeks	Impact Guarantee	28
Mentoring Scaling+ Masterplan	£14,250, or £950 + VAT every 4 weeks	Impact Guarantee	31
Mentoring Scheme Accreditation Blueprint	£14,250, or £950 + VAT every 4 weeks	Return on Investment Guarantee, plus three service promises	34
Pre-Accreditation Diagnostic Audit	£1,900 + VAT	6-Month Credit Guarantee	41

Who we are

The Root Of It Group brings together brands that help organisations build lasting, compassionate approaches to mental health. Each brand delivers part of our Why: training, accreditation, resources or support.

Our core values guide how every brand works

1 Belonging

We move beyond inclusion to a culture of true belonging.

2 Transparency

We build trust through transparency.

3 Understanding

We grow a compassionate and empathetic understanding of mental health.

OUR KEY BRANDS

Mental Health COURSES

amhie | Association of Mental Health in Education

The Mentoring School

Our team



Richard Daniel Curtis
FOUNDER

Head of coming up with amazing ideas



Frances Taylor-Young
EXECUTIVE ASSISTANT

Head of keeping Richard and the team running smoothly



Helen Rathborne
HEAD OF DELIVERY

Head of making sure customers experience good quality



Rachel Booth
CUSTOMER SUPPORT

Head of doing the admin so you don't have to



Jenny Mote
MARKETING, MENTORING

Head of helping organisations know how we can help them with mentoring



Claire Bui
MARKETING, MENTAL HEALTH

Head of helping organisations know how we can help them with their mental health strategy



Sophia Wilkie
AWARDS

Head of celebrating the people and organisations making a difference



António D'Abreu
MEDIA

Head of making sure everything you see and hear from us looks and sounds great

Why trust matters to us

Trust is the foundation of good mental health work, so it is the foundation of ours. People open up, ask for help and change how they work only when they trust the people supporting them.

Organisations that come to us are often making decisions that affect the wellbeing of their staff, students or members. They need confidence that the training, accreditation and resources they choose are credible, honest and worth the investment.

HOW WE EARN THAT TRUST

1. **Transparency**
   We are clear about what each product delivers, what it costs and what happens if it falls short.

2. **Belonging**
   We want every customer to feel they are part of a community, not just a transaction.

3. **Understanding**
   We know that life, work and mental health do not always go to plan, and we respond with compassion.

Why we offer money-back guarantees

We offer money-back guarantees because we are confident our products make a real difference, and we want customers to share that confidence before they commit. A guarantee puts our values into practice.

It shows transparency

Each guarantee states plainly what we promise, who qualifies and how to claim.

It removes risk for the customer

Organisations can invest in mental health without worrying that budget will be wasted.

It holds us accountable

If a product does not deliver, we hear about it and improve it.

It reflects real people standing behind real work

Our team puts its name to every course, accreditation and resource.

Every guarantee follows the same principles

1. Say exactly what the guarantee promises, in plain English
2. State who is eligible and what they must do
3. Give a clear time limit for claims
4. Explain how to claim and how long a refund takes
5. Keep the tone supportive, never defensive

90

DAYS

Refunds on all guarantee claims are given within 90 days, across every brand in The Root Of It Group.

Mental Health
COURSES

CONTACT US

Phone
+44 2381120010

Email
contact@mentalhealthcourses.com

Mental Health Courses

Guarantees, from highest to lowest value

1. **Accountability and Problem-Solver Packages**
   £8,000 to £17,000

2. **Risk Assessing Mental Health courses**
   £1,190 and £495

3. **Individual Stress Risk Assessment Training**
   £395

4. **Mental Health First Responder**
   £230 per person

Accountability and Problem-Solver Packages: at a glance

Mental Health COURSES

View product page ›

	Accountability Package	Problem-Solver Package
Who it's for	Experienced Health and Safety professionals, senior enough to act, who are responsible for psychosocial risk assessment and need impact within a few months	The same
What's included	1:1 coaching every 2 to 3 weeks to identify hazards and controls in six categories, agree cross-departmental responsibilities and complete a generic psychosocial risk assessment	Everything in Accountability, plus a monthly sector specialist call, extended support to embed the assessment, a problem-solver advice line and monitoring strategies
Also included	Free SLA checking service for Health and Safety agreements with other providers	The same
Minimum term	9 months	18 months
Price	£950 + VAT every 4 weeks, or £8,000 one-off	£1,250 + VAT every 4 weeks, or £17,000 one-off
Not for	Beginners, or anyone who wants to be told what to do at every step, won't be challenged or commit to action, or wants to delegate responsibility	The same

Accountability and Problem-Solver Packages: guarantees

MONEY-BACK

Risk Assessment Guarantee

You will have a psychosocial risk assessment by the end of the package; if not, we refund your investment.

£500

Priority Guarantee

We won't cancel your sessions. If we cancel one for a reason linked to us rather than you, we pay you £500.

£500

Time Delay Money Back Guarantee

If you wait more than 3 weeks to start because of a problem on our side, we pay you £500.

£500

Barrier Guarantee

If you hit a barrier that we don't have advice for, we pay you £500.

Why these guarantees fit the product. Psychosocial risk assessment is the job that sits permanently at the bottom of the to-do list. These guarantees remove the risk of paying for help that does not get it done, and hold us to the same accountability we ask of our clients.

£500 payments are made by electronic bank transfer or as credit. Each customer can receive a maximum of two £500 payments in total across the Priority, Time Delay and Barrier guarantees, over the full duration of their package.

Risk Assessment Guarantee (money-back)

Promise: You will have a psychosocial risk assessment by the end of the package; if not, we refund your investment.

Requirement	What it means
You write it	You write the risk assessment yourself; we coach and support you, but we do not write it for you
Coaching sessions	You must have attended your 1:1 coaching sessions
Agreed actions	You must have completed the actions agreed in your coaching sessions
Access to information	You must have shared the information we need, such as existing controls and staff wellbeing data
Time on the package	You must have completed the minimum term: 9 months for Accountability, 18 months for Problem-Solver
Chance to put things right	You must have given us a chance to put things right

Risk Assessment Guarantee (money-back) (continued)

Requirement	What it means
Veto doesn’t count	If your organisation stops or blocks the risk assessment, we can’t be accountable
Scope	Covers the generic organisational psychosocial risk assessment, not individual risk assessments or putting new controls in place
Claim window	Within 2 months of the end of the package
How to claim	In writing to contact@mentalhealthcourses.com
Refund timing	Within 90 days

Priority Guarantee (£500)

Promise: We won’t cancel your sessions. If we cancel one for a reason linked to us rather than you, we pay you £500.

Rule	What it means
What counts	A session we cancel or fail to attend for a reason on our side
What doesn’t count	Sessions you cancel or move, or sessions rearranged by mutual agreement
Rebooking	We rebook the cancelled session as well as paying £500
How to claim	In writing to contact@mentalhealthcourses.com within 30 days of the cancelled session
Payment timing	Within 90 days

Time Delay Money Back Guarantee (£500)

Promise: If you wait more than 3 weeks to start because of a problem on our side, we pay you £500.

Rule	What it means
Start date	Measured from your first payment to your first coaching session
What doesn't count	Delays because you could not take a date we offered within 3 weeks
How to claim	In writing to contact@mentalhealthcourses.com within 30 days of your first session
Payment timing	Within 90 days

Barrier Guarantee (£500)

Promise: If you hit a barrier that we don’t have advice for, we pay you £500.

Rule	What it means
What counts	A barrier to completing your risk assessment that you raise with your coach, which we cannot give practical advice on within 10 working days
One payment per barrier	Each barrier qualifies for one payment
How to claim	In writing to contact@mentalhealthcourses.com within 30 days of our response
Payment timing	Within 90 days

Risk Assessing Mental Health courses: at a glance

Mental Health COURSES

View product page ›

	Risk Assessing Mental Health Training	Risk Assessing Mental Health and Meeting Legal Obligations
Who it's for	Multinationals and experienced Health and Safety professionals	SMEs and people with little or no experience of risk assessment
What it covers	Mental health hazards, categories of hazard, recording controls, templates and matrix, intro to individual stress risk assessment	The same modules, focused on meeting your statutory duties
Framework	HSE Management Standards (demands, control, support, relationships, role, change)	Legal duties to risk assess mental health, in the UK and internationally
Format and time	Self-paced online in 15-minute lessons; 2 to 4 hours, 4 months of access	Self-paced online in short lessons; 2 to 4 hours, 4 months of access
Price	£1,190 + VAT	£495 + VAT
Not for	People not familiar with risk assessment	Large organisations, multinationals or experienced risk assessors

Risk Assessing Mental Health courses: our guarantee

OUR GUARANTEE

100% Money Back Confidence Guarantee

If a participant does not feel more confident to risk assess mental health in their organisation after completing the course, we refund the course fee in full.

Why this guarantee fits the product

Health and Safety teams now hold a legal responsibility for staff mental health that traditional risk assessment never covered. These courses close that gap, so we guarantee the change that matters most: the confidence to act.

Risk Assessing Mental Health courses: guarantee rules

Term	What it means
Completion	The participant must complete every lesson, confirmed by course completion records
Confidence check	The participant must complete a short confidence rating at the start and end of the course
Claim window	Within 10 working days of completing the course, and within the 4-month access period
How to claim	In writing to contact@mentalhealthcourses.com
Right course	If the participant took the course meant for a different experience level, we first offer a free switch to the right course
Not covered	We don’t complete your risk assessments for you; the guarantee covers confidence to do them
Refund timing	Within 90 days

Individual Stress Risk Assessment Training: at a glance

Mental Health COURSES

View product page ›

FRAMEWORK

HSE Management Standards

ACCESS

4 months

PRICE

£395 + VAT

WHO IT'S FOR

Line managers, team leaders, department heads and HR assistants

FORMAT

Self-paced online, with a free downloadable tool and a certificate of completion

WHAT IT COVERS

How to respond when a member of staff discloses work-related stress, using the Individual Stress Risk Assessment Tool to identify hazards, support and reasonable adjustments, and keep a legal record

NOT FOR

Health and Safety Officers or senior staff with little line management responsibility

Individual Stress Risk Assessment Training: our guarantee

OUR GUARANTEE

100% Money Back Confidence Guarantee

If a participant does not feel more confident to respond to a member of staff experiencing work-related stress, and to complete an Individual Stress Risk Assessment, after completing the course, we refund the course fee in full.

Why this guarantee fits the product

Managers have a legal duty to respond when staff disclose work-related stress, yet many feel unprepared for those conversations. The course is built to make them more confident and give them a structure, so that confidence is what we guarantee.

Individual Stress Risk Assessment Training: guarantee rules

Term	What it means
Completion	The participant must complete every lesson, confirmed by course completion records
Confidence check	The participant must complete a short confidence rating at the start and end of the course
Claim window	Within 10 working days of completing the course, and within the 4-month access period
How to claim	In writing to contact@mentalhealthcourses.com
Right course	Not for Health and Safety Officers or senior staff with little line management responsibility; if that applies, we first offer a free switch to the right Risk Assessing Mental Health course
Not covered	We don’t advise on or handle individual staff cases; the guarantee covers confidence to respond
Refund timing	Within 90 days

Mental Health First Responder: at a glance

Mental Health COURSES

View product page ›

FORMAT

One day, or two half-day or evening sessions

ASSESSMENT

Trainer observation and online test

PRICE

£230 + VAT per person, with bulk buy pricing available

WHO IT'S FOR

Managers, first aiders and employees who want to know how to support someone in distress; no background in HR, healthcare or mental health needed

OUTCOME

A Mental Health First Responder certificate and digital badge for those who pass

WHAT IT COVERS

Six modules: what a mental health crisis is, coping mechanisms, providing initial support, recognising the signs of mental ill-health, accessing help, and keeping yourself safe

NOT FOR

People who can't keep calm in a crisis, want to fix things for others or act as therapists; it is not Mental Health First Aid

Mental Health First Responder: our guarantee

OUR GUARANTEE

100% Money Back Willingness Guarantee

If a participant does not feel more willing and skilled to help someone in distress after completing the course, we refund the investment in full.

Why this guarantee fits the product

Too many staff courses are just okay, or clicked through without engagement. The Mental Health First Responder course is interactive and built to grow knowledge, skills and confidence, so we guarantee the change in willingness that matters most.

Mental Health First Responder: guarantee rules

Term	What it means
Eligibility	The participant must attend the course
Engagement	Active participation throughout, verified by course interaction metrics and participation records
Claim window	Within 10 working days of course completion
How to claim	A written request to contact@mentalhealthcourses.com
Exclusion	Not passing the course is not, by itself, a reason for a refund; the guarantee covers willingness, not the pass result
Refund timing	Within 90 days of the request being approved

The Mentoring School

The Mentoring School

Guarantees, from highest to lowest value

1. **Mentoring Scheme Setup Plan**
   £14,250 or £950 every 4 weeks

2. **Mentoring Scaling+ Masterplan**
   £14,250 or £950 every 4 weeks

3. **Mentoring Scheme Accreditation Blueprint**
   £14,250 or £950 every 4 weeks

4. **Mentoring Scheme Pre-Accreditation Diagnostic Audit**
   £1,900

CONTACT US

Phone
+44 2381120010

Email
hello@thementoringschool.com

Mentoring Scheme Setup Plan: at a glance

The Mentoring School

View product page ›

WHO IT'S FOR

L&D Directors and Heads of People committed to the full test and review cycle of setting up a scheme

WHAT IT COVERS

Five stages: Foundation, Establishment, Pilot, Growth-testing and Growth (go live)

WHAT'S INCLUDED

Fortnightly accountability sessions, Hit a Problem helpline, three Introduction to Mentoring courses, administration training, deployable resources, clarity calls, progress tracker, tailored training

TIME

12 to 18 months; minimum 12 months

PRICE

£950 + VAT every 4 weeks, or £14,250 + VAT as a lump sum

NOT FOR

Organisations wanting a one-off course or eLearning, or who think mentoring would just be "nice to offer"

Mentoring Scheme Setup Plan: our guarantee

OUR GUARANTEE

Impact Guarantee

If, after having engaged with our team and stuck to the plan, our work doesn’t give you the tools to set up a mentoring scheme, then you get your money back.

Why this guarantee fits the product

The plan takes an organisation through five stages, from foundation to go-live, in 12 to 18 months. It is built for organisations committed to the full test and review cycle, so we guarantee the outcome that matters: the tools to set up a sustainable scheme.

Mentoring Scheme Setup Plan: guarantee rules

Requirement	What it means
Coaching sessions	You must have attended your sessions with your coach
Homework	You must have done the homework set by your coach
Learning activities	You must have engaged with the learning activities
Time on the plan	You must have done at least 12 months on the plan, to allow us to have an impact
Chance to put things right	You must have given us a chance to put things right
Veto doesn’t count	If your organisation pulls the plug on the mentoring scheme, we can’t be accountable
Claim window	Between 12 and 14 months from the start of the plan
How to claim	In writing to hello@thementoringschool.com
Refund timing	Within 90 days

Mentoring Scaling+ Masterplan: at a glance

The Mentoring School

View product page ›

WHO IT'S FOR

Organisations with a mentoring scheme but no experience of scaling one, who want a business case and evidence of impact

WHAT IT COVERS

Eight stages: Discovery Call, Planning, Evidence Review, Business Plan, Readiness for Growth, Expansion, Future Proofing and Monitoring Impact

WHAT'S INCLUDED

Coaching from a scale-up specialist every 2 to 3 weeks, Hit a Problem helpline, three Introduction to Mentoring courses, administration training, templates, clarity calls, progress tracker

TIME

12 to 18 months; minimum 12 months

PRICE

£950 + VAT every 4 weeks, or £14,250 + VAT as a lump sum

NOT FOR

Organisations wanting generic mentor training, immediate results, a done-for-you service or a quick fix

Mentoring Scaling+ Masterplan: our guarantee

The Mentoring School

OUR GUARANTEE

Impact Guarantee

If, after having engaged with our team and stuck to the plan, our work doesn't give you the tools to successfully scale up your mentoring scheme, then you get your money back.

Why this guarantee fits the product

The Masterplan takes an organisation through eight stages over at least 12 months. We measure the difference we make with a self-efficacy assessment before and after the plan, alongside evidence of how far the scheme has grown.

The website's commitment to scale the scheme to at least four times its starting point is a goal we work towards together, not part of the guarantee. The guarantee covers having the tools to scale.

Mentoring Scaling+ Masterplan: guarantee rules

Requirement	What it means
Coaching sessions	You must have attended your sessions with your coach
Homework	You must have done the homework set by your coach
Learning activities	You must have engaged with the learning activities
Time on the plan	You must have done at least 12 months on the plan, to allow us to have an impact
Chance to put things right	You must have given us a chance to put things right
Veto doesn't count	If your organisation pulls the plug on the mentoring scheme, we can't be accountable
Self-efficacy assessments	You must have completed the self-efficacy pre-assessment at the start and the same assessment after completion
Evidence of expansion	You must provide evidence of whether you have expanded your mentoring scheme
Claim window	Opens at the end of Stage 8 and stays open for two months
How to claim	In writing to hello@thementoringschool.com
Refund timing	Within 90 days

Mentoring Scheme Accreditation Blueprint: at a glance

The Mentoring School

View product page ›

WHO IT'S FOR

Organisations with a mentoring scheme that want external validation and evidence of its value

WHAT IT COVERS

Scheme accreditation at Bronze, Silver, Gold or Platinum, plus a review of your mentor and mentee training

WHAT'S INCLUDED

A named Accreditation Advisor, strategy meeting, scheme audit and action plan, ROI and Impact Assessment toolkits, badges and digital certificate

OPTIONS

Mentor qualifications at Levels 1 to 4 (extra cost); DIY route (extra fee)

TIME

Usually 10 to 15 months; minimum 10 months

PRICE

£950 + VAT every 4 weeks, or £14,250 + VAT as a lump sum

Mentoring Scheme Accreditation Blueprint: guarantees

The Mentoring School

SERVICE PROMISE

Strategic Goal Alignment Guarantee

We guarantee that we will provide you with guidance on reporting that aligns to your own strategic goals.

SERVICE PROMISE

Our Fit Guarantee

Whatever your mentoring scheme, however you operate, provided you meet the eligibility criteria, we guarantee that your scheme will fit the Mentoring Accreditation Blueprint.

SERVICE PROMISE

Don’t-give-up Guarantee

Even if you miss the mark on one of the accreditations, you will receive advice until you do pass. We can’t change the requirements; we help you evidence them better.

MONEY-BACK

Return on Investment Guarantee

We guarantee, or a full refund, that our work will produce additional evidence of the impact of your mentoring scheme.

Why these guarantees fit the product. Accreditation is often seen as jumping through hoops with no promise of results. These guarantees show customers that their scheme will fit, their reporting will serve their own goals, we will not give up on them, and their investment will produce new evidence of impact.

Strategic Goal Alignment Guarantee

Promise: We guarantee that we will provide you with guidance on reporting that aligns to your own strategic goals.

Rule	What it means
Share your goals	You must share your organisation's strategic goals with your Accreditation Advisor before or at the Accreditation Strategy Meeting
Attend the strategy meeting	You must attend the Accreditation Strategy Meeting
Tell us if it misses	If the reporting guidance does not align to your goals, tell your Advisor in writing
Our remedy	We revise the guidance at no extra cost within 20 working days
Changed goals	If your strategic goals change, we update the guidance once at no extra cost

Our Fit Guarantee

The Mentoring School

Promise: Whatever your mentoring scheme, however you operate, provided you meet the eligibility criteria, we guarantee that your scheme will fit the Mentoring Accreditation Blueprint.

Rule	What it means
Eligibility	Your scheme must meet the eligibility criteria, confirmed during the Discovery Call
Accurate description	You must give us an accurate picture of how your scheme operates
Our remedy	If an eligible scheme does not fit, your Advisor and the Lead Assessor agree a tailored route through the Blueprint at no extra cost
Changes to your scheme	Major changes to your scheme after the Discovery Call mean we recheck eligibility

Don’t-give-up Guarantee

The Mentoring School

Promise: Even if you miss the mark on one of the accreditations, you will receive advice until you do pass. We can’t change the requirements; we help you evidence them better.

Rule	What it means
Act on feedback	You must act on the Assessor’s feedback and your Advisor’s advice
Resubmit	You must resubmit within 6 months of receiving feedback
No extra cost	Advice continues at no extra cost, including after monthly payments end
Fixed standards	The accreditation requirements stay the same; the guarantee covers support, not a lower bar
Veto doesn’t count	If your organisation pulls the plug on the mentoring scheme, we can’t be accountable

Return on Investment Guarantee (money-back)

Promise: We guarantee, or a full refund, that our work will produce additional evidence of the impact of your mentoring scheme.

Requirement	What it means
Advisor sessions	You must have attended your sessions with your Accreditation Advisor
Agreed actions	You must have completed the actions agreed with your Advisor
Toolkits	You must have used the Impact Assessment and ROI Reporting Toolkits
Baseline evidence	You must share your existing evidence of impact at the start, so we can show what is additional
Time on the plan	You must have done at least 10 months on the plan

Return on Investment Guarantee (money-back) (continued)

Requirement	What it means
Chance to put things right	You must have given us a chance to put things right
Veto doesn’t count	If your organisation pulls the plug on the mentoring scheme, we can’t be accountable
Claim window	Opens when the accreditation is completed and stays open for two months
How to claim	In writing to hello@thementoringschool.com
Refund timing	Within 90 days

Pre-Accreditation Diagnostic Audit: at a glance

The Mentoring School

View product page ›

WHO IT'S FOR

L&D and HR leaders, scheme managers and growing organisations considering accreditation; schemes at any stage of maturity

WHAT'S INCLUDED

Self-assessment framework, independent review by a Lead Assessor, 90-minute 1:1 feedback call, customised report, action plan and accreditation roadmap

PRICE

£1,900 + VAT, one-off

Pre-Accreditation Diagnostic Audit: our guarantee

OUR GUARANTEE

6-Month Credit Guarantee

If you move forward with full Mentoring Scheme Accreditation within 6 months of your feedback call, 100% of your £1,900 fee is credited towards your accreditation package.

Why this guarantee fits the product

The audit is for organisations interested in accreditation but not ready to commit. The credit makes it a risk-free first step: the audit effectively becomes free for anyone who goes on to full accreditation. This is a credit guarantee, not a money-back guarantee.

Pre-Accreditation Diagnostic Audit: guarantee rules

Rule	What it means
Credit amount	100% of the £1,900 audit fee
Qualifying purchase	Full Mentoring Scheme Accreditation (the Mentoring Scheme Accreditation Blueprint)
Applying the credit	Lump sum: £1,900 is deducted from the total. Paying every 4 weeks: the first two payments are waived
Time limit	Within 6 months of the 90-minute feedback call
Completed audit	The self-assessment must be submitted and the feedback call attended
Same organisation	The credit applies only to the organisation that bought the audit and cannot be transferred
Not cash	The credit cannot be exchanged for cash or a refund
How to claim	Mention the audit when signing up, or in writing to hello@thementoringschool.com