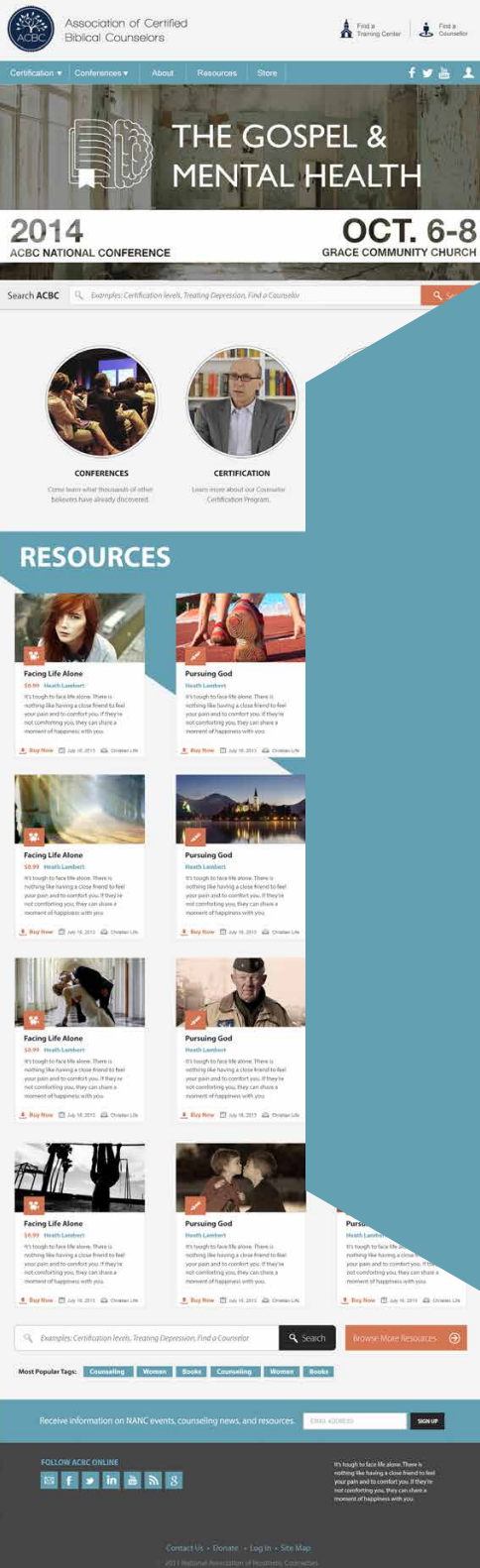




DANIEL GUGGER

Visual Strategist a Blend IMC
Web/Print/UX/UI Designer
Madison, WI



Branding & website redesign & name
change from NANC to ACBC
www.biblicalcounseling.com

ADDICTION IN THE WORKPLACE



MEET MIKE

He's a 9 to 5er. Life is hunky dory; he's got a job and a family. When he's **stressed**, he drinks.

💡 Did you know?

Nearly 75 percent of all adult illicit drug users are employed, as are most binge and heavy alcohol users.

NEED HELP? CALL:

www.addictionatwork.org

MIKE DRINKS

He drinks a few beers every day after work. On weekends he gets a little carried away.

💡 Did you know?

Low-risk drinking for men means no more than 4 standard drinks per day and no more than 14 per week. (3/day and 7/week for women)

MIKE HAS A FAMILY

Mike's drinking starts to impact his family. He is **angry** with his wife, ignores his children, and accumulates debt quickly.

💡 Did you know?

Addiction wreaks havoc on the home and all relationships. Substance abuse is involved in more than 70% of child abuse and neglect cases.

MIKE MISSES WORK

His drinking causes him to start missing work. He calls in sick most Mondays.

💡 Did you know?

Addicted workers call in sick or skip work an average of 11 days per year, 30% more than those who aren't struggling with addiction.

MIKE'S DEemeanor CHANGES

Mike was fun and happy. Now he is **withdrawn** and **irritable**. He's a **loner** at work and his friends say he's **cranky**.

💡 Did you know?

Addiction often results in drastic changes in behavior and relationships.

MIKE HAS BEHAVIOR PROBLEMS

Mike's manager talks to him and points out work performance and behavior problems.

POINT OF DECISION

MIKE TRIES ON HIS OWN

Mike tries to fix his work, **denying** his problem with alcohol. He blames everything else, but alcohol, for his problems.

He tries to be more careful at work and to cut back his drinking. Two months later he is drinking more than ever.

MIKE HAS A WORKPLACE ACCIDENT

Mike broke his arm when he fell off a ladder. He missed several weeks of work.

💡 Did you know?

Up to 40% of industrial fatalities and 47% of industrial injuries can be linked to alcohol use.

MIKE RETURNS TO WORK

Mike returns to work after treatment. Recovery is a little challenging, but his chances of long-term sobriety are pretty good, thanks to an outpatient aftercare program and a great support network.

MIKE ENTERS TREATMENT

Mike goes to treatment for 28 days with the **support** of his family and employer.

MIKE ASKS FOR HELP

Mike begins his battle against addiction by seeking out HR and finding a list of treatment options.

MIKE IS HAPPY & HEALTHY

Two years into sobriety, Mike is happier and healthier. Each day he relies on his support network and a **solid recovery plan**.

MIKE QUILTS HIS JOB

Mike decides to leave his job; he **fears** his manager is about to fire him and no one can get along with him (actually he's the one who can't get along with anyone else...).

MIKE GOES INTO A DOWNWARD SPIRAL

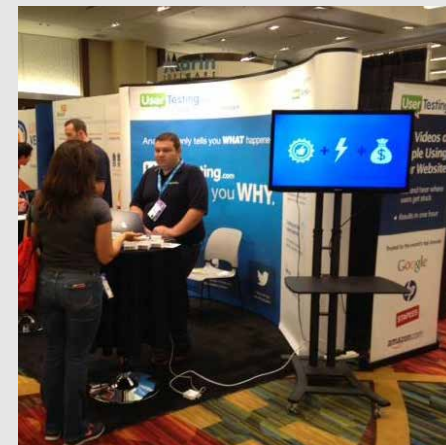
Mike's life begins to fall apart—He pays a visit to the ER, gets several DUIs, is unemployed, and starts to be physically **abusive** to his family. His wife kicks him out, files for divorce, and won't allow him to see his kids.

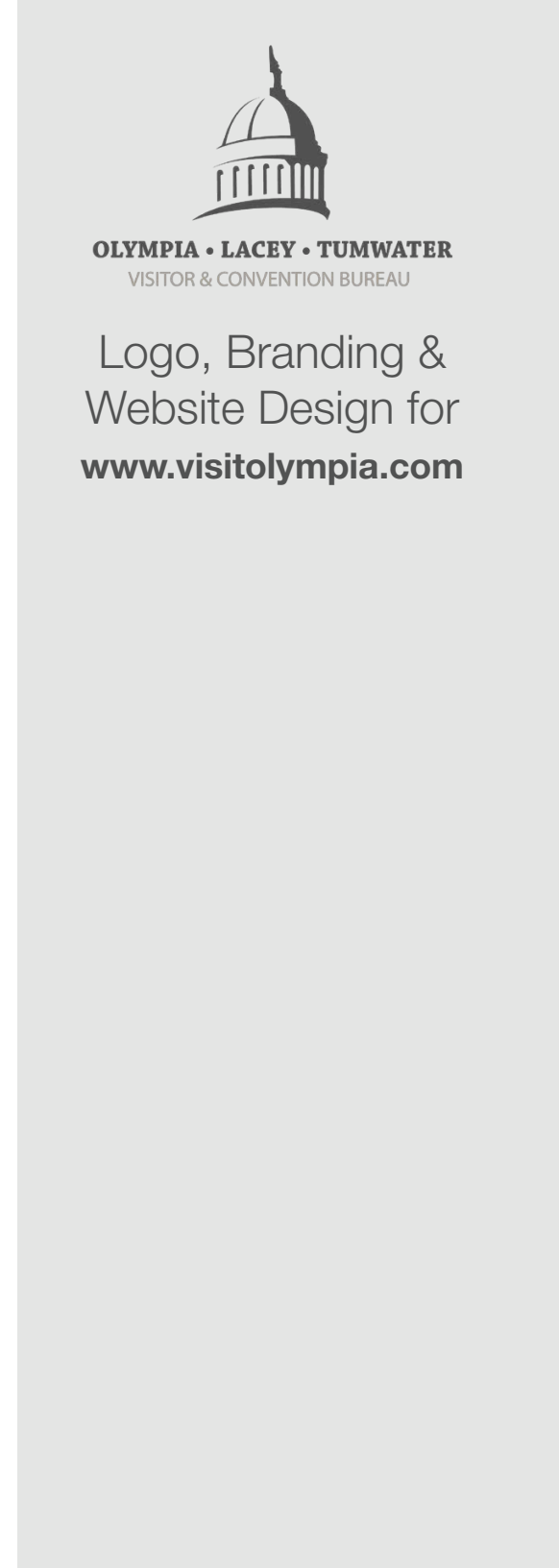
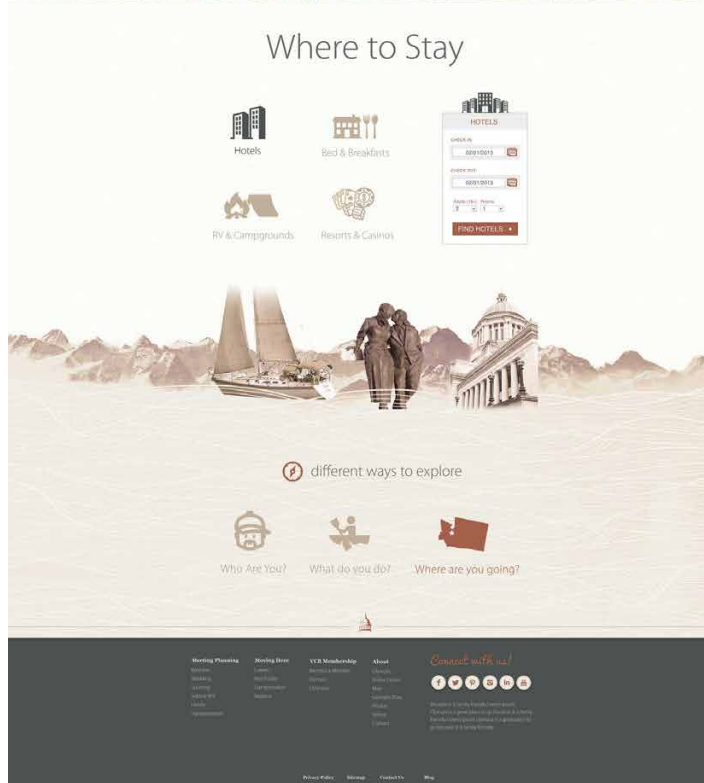
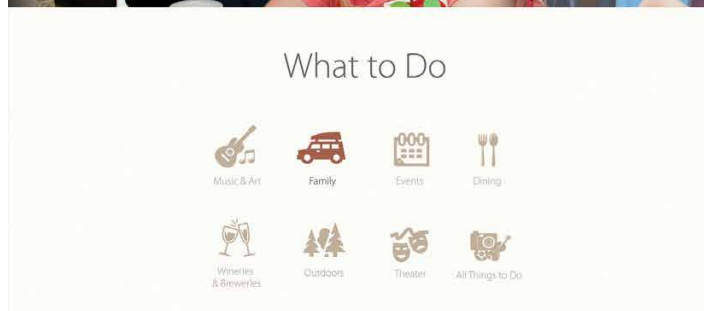
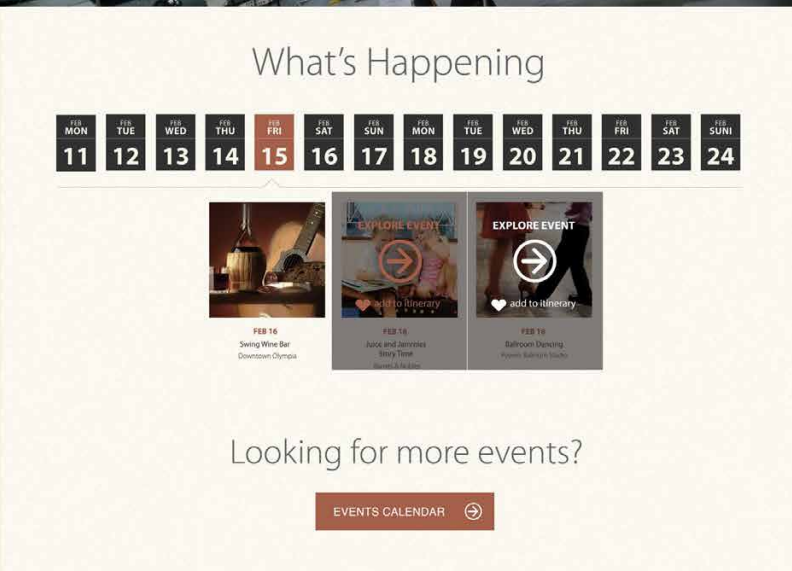
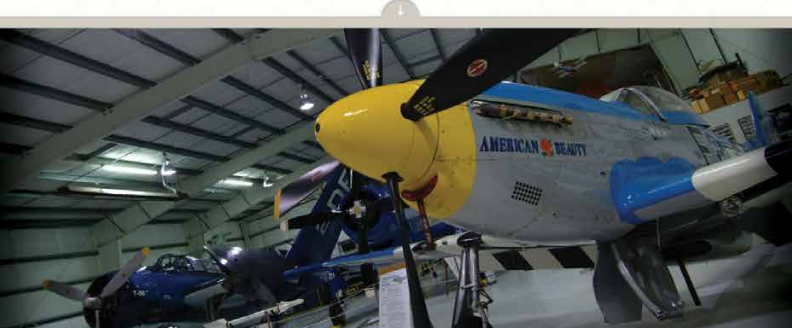
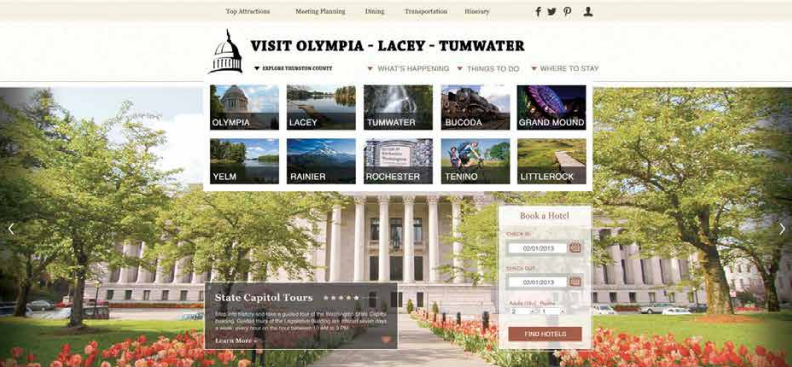


25" x 39" Addiction in the workplace poster
for Duffy's Napa Valley. (www.duffysrehab.com)
Sent out to 3,000 HR professionals.



Exhibition Booth for **UserTesting.com**







T-shirt design, printing,
and distribution for



BLENDCONF

User Testing.com

Contact Info:

Danny Gugger
(603) 724-8586
dan@blendimc.com