

Supporting Your Strategy for Performance through Wellbeing

Supporting wellbeing's the right thing to do. But in a busy organisation, it can be difficult to balance with the other priorities you're juggling. With an effective wellbeing strategy, you can get the best of both worlds, **improving performance without driving your people harder and wellbeing without impacting day-to-day operations**



The Wellbeing Strategy Routemap, videos, guides and resources walk you step-by-step through developing and delivering your wellbeing-performance strategy.

Reducing complexity. With soooo many options and choices, it can be quite overwhelming, and it's easy to get lost. We'll make each step simple and effective so you don't spread yourselves too thinly.

Expert guidance. I've spent over 18 years leading organisational change and transforming cultures, so I understand that changing mindsets and behaviours isn't always easy. The resources are packed with tips and insights to steer you past the roadblocks I could have avoided, with the right know-how.

Reducing the legwork - saving you the time, effort and frustrations of designing your Wellbeing Strategy from scratch

Bite-Sized. In a busy organisation, time is tight. So the resources are bite sized, giving you maximum returns on your time, and making it easier to involve the people whose support you need.

Building Support. Because like any organisational change, to work, wellbeing needs support from across the organisation. The resources are designed to keep your stakeholders involved and aligned, every step of the way, to embed wellbeing right at the heart of a performance culture.

Whether you're updating an existing strategy, you've been doing some wellbeing activities which you've not yet linked to a strategy, or wellbeing's completely new in your organisation.... The resources are designed to flex, to fit.

Your Strategy Resources

The routemap walks you through creating your strategy, from start to finish. Each of the 10 best practice guides takes you step-by-step through a particular area or activity.

And there are resources for 8 different sessions with your leadership team and / or key stakeholders, for core discussions and collective decisions. Each session has a short video to introduce participants to what it's about, and its activities and outcomes; and a facilitators checklist to make sure you have everything you need to run it smoothly.



VISION & PURPOSE

Is where you lay your foundations for success, by developing a shared understanding of how wellbeing affects productivity, quality, reputation, customer service..... You agree your wellbeing aims, and draft your business case.

SELECT & PLAN

Is about choosing the best-fit activities for what you want to achieve, and planning your delivery for maximum impact. Your baseline audit and wider consultation help you to set the priorities.

DELIVER & MEASURE

Is about how you do those activities and track their effects, so you pinpoint what's working to build on it, and you find what needs tweaking to deliver those desired outcomes.

EMBED & SUSTAIN

Is where wellbeing becomes fully part of the culture. You're celebrating successes, and applying for awards. You're repeating your audit to see how well you've done against the priorities which you set, and updating them for the next phase. So that you can run the whole cycle again, getting better every time.

Mental wellbeing, your people’s state of mind, has many effects on your organisation’s day to day performance, KPIs and customer experience. Levels of creativity and innovation, resistance to change, quality of decisions, mistakes and conflict.... But with so many potential impacts, it can be difficult to know where to target your improvements. The Wellformance audit explores these six core synergies between mental wellbeing and the organisation’s performance, with clear scoring criteria for each. Helping your leadership team by



- Building shared understanding across the organisation of the wider effects of wellbeing, helping you to set clear priorities, and to target your wellbeing activities for maximum impact
- Identifying what’s already working on which you can build, saving you time and energy
- Serving as a baseline against which to measure your progress

Package Levels at a Glance

Fully Supported

Standard

Lite

	Fully Supported	Standard	Lite
Done-for-you Wellformance Audit and employee survey	✓		
Facilitated leadership team sessions	✓		
Leadership Team Masterclasses 'Skills to Keep Stress Useful' & 'Making Change Stick'	✓	✓	
Five 45min one-to-one strategy calls with your Wellbeing Lead	✓	✓	
The Wellbeing Strategy Routemap – your end-to-end Guide	✓	✓	✓
10 step-by-step best practice Guides	✓	✓	✓
Video and facilitators resources for 8 stakeholder sessions	✓	✓	✓

Maximising Your Investment Returns

An effective strategy helps maximise the return on your time and / or financial investment in wellbeing. A National study by Deloitte, updated in 2020, reported that

For every £1 invested in Wellbeing, the average return is £5.20

At the average UK wage, and average duration of 23 days, every stress absence costs **£2,940 in wages alone**



(HSE Labour Force Survey)

Mental Health Related Absence

This HSE data is based on the average National wage of £29.67K per year. It doesn't include the costs of temporary staff or overtime to cover absence, so the actual costs to your organisation may be much higher.

In our National survey, 16% of people had taken time off because of stress (though just over half gave a different reason), and 32% had often considered it.

1 prevented absence would pay for a typical wellbeing investment for 65 people.

Replacing Staff Who Leave

1 in 10 people surveyed by the charity MIND had left a previous job because of stress. In our National survey, 18% of people had often considered leaving their current role because of stress.

The Oxford Economics report looked at the costs of recruitment, in-house training, and productivity ramp-up for replacement employees.

1 prevented resignation would pay for a typical wellbeing investment for 680 people.

The loss of an employee earning £25,000 a year or more carries an **average financial impact of £30,614**

JOB VACANCIES

(Oxford Economics report)

Every hour of lost productivity costs business an **average of £14**



(Average National wage)

Productivity

Many people have found the FAST Pathways skills have improved their sleep quality and ability to stay focused, improving productivity and reducing mistakes.

If a common mistake takes 30 minutes to resolve, just 7 prevented mistakes per person per year would pay back the investment in their wellbeing.

The skills can also improve teamwork and problem-solving, and reduce conflict and the resistance to change.

Sue Evans, FAST Pathways Creator and Lead Consultant



I spent the first half of my career delivering Operational Excellence and culture change for international organisations including Danone, Corning and Lloyds Banking Group. Highlights included leading a programme which more than doubled site productivity, and delivering £1.9M waste reduction in under 5 months, all with very little spend. Leading these changes, I experienced a fair amount of stress – and it wasn't always useful!

But it laid some solid foundations in understanding that we don't always do what's good for us, even when we recognise that what we're doing isn't working (like being told 'not to worry about it' when I presented a £1M, risk-free potential saving....). Changing mindsets and behaviours isn't easy. That's why so many wellbeing programmes give such patchy results, and why the strategies and skills I work with are such a powerful alternative.

Stress is a given in any organisation. Sometimes it gets in the way, and sometimes it can drive even better performance. I believe in every individual's right to a challenging and fulfilling working life, and in every organisation's right to reap the rewards of building and supporting a capable and motivated workforce. That might sound idealistic, but the right know-how can help to shape it. As a professional speaker and experienced facilitator, I understand the challenges of engaging your people to deliver sustainable results. The most popular ways of accessing my support include

- Straightforward training, both face-to-face and on-line, to improve both mental wellbeing and performance
- Speaking at events, from Conferences to Lunch-and-Learn sessions. Because the skills I share are fast-acting, delegates often start to notice differences right away
- Working one-to-one to deliver breakthrough results with individuals who
 - are experiencing mental ill-health
 - have specific development needs
 - or are in high stress roles

I'm a Master Practitioner and Trainer of NLP (neuro-linguistic programming), and an Approved Havening® Practitioner, trained in each by the original creators. I have a Diploma in CBT (cognitive behavioural therapy), a combined Diploma in Hypnotherapy, Coaching and NLP; and Institute of Leadership and Management certification as a Mentor and Coach.

and if you're curious about how I delivered that £1M step-change anyway, drop me a line!