

Produced by:



Sponsored by:



Links shared during our 24th November 2022 webinar

“The measures of success – how to prove to your C-suite that wellbeing is pivotal to performance”

Links:

The GoodShape data shared in Jonathan’s introduction is from this report:

<https://www.goodshape.com/understand-whats-affecting-wellbeing-at-uk-plc>

Here is a link to the Health and Safety Executive (HSE) stats landing page Jonathan refers to:

https://www.hse.gov.uk/statistics/?utm_source=hse.gov.uk&utm_medium=referral&utm_campaign=annual-stats-22&utm_term=annual-stats-banner&utm_content=home-page-banner and here’s a link directly to the latest report (PDF) <https://www.hse.gov.uk/statistics/overall/hssh2122.pdf>

Link to the paper with road maps referred to in the chat about putting the wellbeing of your employees into the S of your ESG Strategy - written by an academic called Henrietta Jowitt - who is an advisor to the Mind Forward Alliance - who are connected to the City Mental Health Alliance

<https://mindforwardalliance.com/News-and-Views/94-/ESG-and-mental-health>

What are your main challenges around workplace wellbeing measurement?

- My challenge is are we measuring (and therefore being held accountable for) factors outside our control, or where there isn’t clear causality?
- I agree - factors outside our control, and identifying where work is the cause is a key challenge

- I work at Business in the Community. The challenges I'm finding organisations I work with are having are:
 - knowing what data to collect- there is so much that can be looked at. It is hard to know what is most important, when starting the measurements journey.
 - understanding the effects the organisation is having on these stats, alongside external variables which also contribute. Therefore, what can organisations do in response to these stats.
 - The second thing for me is how do we provide a meaningful, useful narrative around wellbeing, based on all the measures we could use to measure it - one that is accurate, and then leads to meaningful action?
- What about targeting presenteeism and leavism? How do you manage/tackle that as organisations?

Additional questions raised in the chat?

Q: What resource do you have for analysing this data Luke? Sounds like a lot to process!

A: Our resource is a very talented colleague within the team, who has a strong data analysis background, who looks and trends all of our data. It takes her about a week a month to pull all our data together, but it is incredibly valuable. We are starting to work with our data processing team to help speed this up and make it less people intense.

Suggestions from attendees

- We measure the employee wellbeing experience. The survey has to be for the individual not for the business. Engagement is for the companies benefit, wellbeing is for the employees benefit. We get high completion rates because our surveys are for the employee's benefit not the business.
 - Great point - maybe calling it engagement survey outs people off
- Measures on nutrition can be focused on knowledge building, confidence measures in understanding healthy choices . noticing hydration and lunch breaks-are they being utilised?
- A listening group sounds interesting. I've started leaving my Friday lunch open for anyone to talk wellbeing with me
- Don't forget absence rates under stress and anxiety etc.
- We're really focusing our limited wellbeing resource on 'wellbeing business partnering' - doing things like bringing a wellbeing lens to developing organisational strategy, business planning and so on - really tricky to measure impacts, so we're trying to think creatively about how we can find out whether that's making the difference we suspect it will.
- I agree, demonstrating social value is a really important measure of wellbeing. We have a wellbeing target in our ESG report
- At the moment there is a good deal of Financial insecurity leading to stress and anxiety
- I really like combining learning with social/team building (particularly with remote workers)...when we delivered healthy eating intervention we did it along with a cook along (staff in their kitchens) engagement was great, but also that healthy knowledge on top...worked well for hybrid working.
- Socials don't have to always be in one physical place all together to feel connected

- Experiential evidence, for me, is also key. I ran a session with ExCo exploring how their own wellbeing (in it's broadest sense of 'how they're doing') impacts how they 'show up' at work and lead others - and the consequences of that. Humanising it and personalising it for them, really helped demonstrate that it is a THING in the organisation - worked better than all the graphs I've ever showed them!
- Sometimes referring to productivity can convince some cynical C-suite
 - what's important is to understand what aspect of productivity the C-Suite want more of, then prove how wellbeing underpins this.
 - Absolutely - tailoring to what each C-suite member's priority is, and not going in with a one style (priority) fits all is key.
- How can we get these colleague' stories / case studies - without breaching confidentiality? What do others do?
 - I felt comfortable enough to share my own story create the accepting environment and people will want to share
 - I find that when you ask most people are willing to share stories, particularly when it will help others.
 - have a look at [This is Me](#) - which is part of the Lord Mayor's Appeal. They can help you to get started with storytelling and setting parameters.
- I talked through how I utilised the company policies and benefits to demonstrate to colleagues that there is support and help when needed. As a lot of the time people don't know how to go about asking or utilising certain requests or adaptations.
- Wellbeing responsibility should be on all managers' job descriptions not just a small few.
- Totally agree, whilst it sits with just one person it will always be someone else's role - although, there does need to be some control.
- Interesting the term soft skill, perhaps we need to change it to a main stream skill, essential part of people managing. Just a thought.

Thank yous

Thank you

Thank you so much everyone. What an amazing session and conversation.

Thanks Claire and everyone.

Thank you!

Very well chaired. Thank you.

Thank you everyone - very insightful discussions

Thank you all, I found it really insightful