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The value of wellbeing: Why supporting the whole employee supports your bottom line

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Links & tips shared in the chat

Links:

Kelly McGonigal, health psychologist and lecturer at Stanford University, 'How to make stress your friend', Ted Talk: https://www.ted.com/talks/kelly_mcgonigal_how_to_make_stress_your_friend/c

Summary of McGonigal's book on 'The Upside of Stress': [Book Summary - The Upside of Stress \(Kelly McGonigal\) \(readinggraphics.com\)](#)

More on managing stress through understanding the neuroscience of emotions: [Manage Stress and become more Resilient through understanding the Neuroscience of Emotions - SABPP - The People Factor magazine](#)

Tips from Forbes Coaches Council on ways for professionals to project their whole selves in all they do at work: [Forbes Coaches Council](#)

SilverCloud by Amwell's Making Mental Health Top of the Agenda: <https://makeadifference.media/reports/silvercloud-report-making-mental-health-top-of-the-agenda/>

'How to start a movement' Ted Talk by Derek Sivers, which went viral for its inclusion of a video taken at a music festival: <https://youtu.be/V74AxQOTvg>

BITC's report on Unlocking the Value of a Thriving Workforce: <https://www.bitc.org.uk/report/prioritise-people-unlock-the-value-of-a-thriving-workforce/#:~:text=Investing%20in%20a%20thriving%20workforce,creates%20a%20compelling%20investment%20case>

Comparing ROI with VOI (Value on Investment): <https://www.pacificprime.co.uk/blog/roi-vs-voi-which-metric-should-companies-use-to-evaluate-their-employee-wellness-programs/>

At Make A Difference Media, we have written at length about how to create psychological safety, [like in this article here](#), and specific articles [on line managers' role, like this article](#).

Subjects the audience said were 'burning issues' for them:

- Managing stresses from dealing with difficult or challenging customers is an area we found our staff need more support with - So tips on how to leave that experience behind and move on would be useful
- We have issues with burnout as it's a PS industry but c-suite don't take it seriously so I am hoping to see how I can make them understand the issue. My task is to improve well-being DI but issues at the top.
- There seems to be a big resistance to wellbeing initiatives corporately at the moment, employees are wanting more from their employers but also not turning up to initiatives as they just don't have the time and are not in the headspace. How do you prevent wellbeing initiatives becoming a band aid? How do you tackle the real issues and improve that wellbeing engagement?
- How line managers can help create that culture of belonging and connection whilst working remotely
- how to get and keep the C-suite on board when they don't take prevention of burnout for instance seriously.

Comments in response to Part 1: the effect of stress on the individual:

- Does stress lead to more serious concerns like depression?
- I love that point Malie - push backs are signs of a call for human connection
- "human connection" this is a very good point. this is really difficult when we WFH. how do we explore that more?
- It is possible but people need to tune in to the rights signs
- As a line manager what are your top recommendations for creating that culture of belonging and connection whilst working remotely?
- We have an issue with human connection because we have extremely intelligent, low EI and dominant male workforce and they don't understand why you need to have friends at work. This is playing out as cries for help on burn out. What do you do?
- I think its really important to recognise that your past experience will also influence what your brain perceives as threat and have compassion for yourself
- body language & human reaction is paramount and is difficult when we're isolating to convey those human interactions across. I suppose that can lead to worry and stress?
- This is all relevant to the question about how you avoid wellbeing being a band aid. It's all about embedding these excellent practices into the workplace culture and business as usual day to day. Understanding what happens to your physiology underpins why this is important. It makes talking about mental health much more accessible to everyone when they understand how stress hormones affect everyone.

Comments in response to Part 2: the effective of individuals experiencing stress on the wider organisation

- 56 billion lost last year in UK businesses
- How do companies currently measure that to show VOI?
- It would be brilliant to get more resources on VOI
- Please do share links to credible data / resources
- I only ask as the company I work for are currently building an app to address that solution. So curious of best practice at the moment
- I keep asking my clients to define wellbeing - this is an interesting exercise; employees and employers often have a very different perspective. Any thoughts?

There was much discussion here on whether an employee should bring their 'whole selves' to work and what this might look like:

- Yes! - bringing what's relevant and important to you and what you do as oppose to bringing everything perhaps?
- This is where values should come in and we need clear principles for the company
- Be professional at work
- fine line right
- It's about putting yourself in other people's shoes
- Use the phone!!!
- body language
- Email is for information, not communication
- human interaction
- Being respectful that everyone is unique is key I feel. Psychometric tools like Insights Discovery can really help with this
- Do you think our collective response inhibition and self control have deteriorated in the last few years? Not getting bringing your whole self to work on the right understanding could make this even worse.

Comments in response to Part 3: how progressive employers are dealing with these issues:

- Digital solutions are useful for the humdrum tasks that can be automated. Humans are still required and very valuable for innovation, empathy, solution finding. It must be a marriage between both human and robotics
- While i appreciate this is a team of mental health clinicians and therefore the focus is very much mental health, when working with my clients i try to work across health and consider wellbeing as a holistic area, addressing both psychological and physiological health. There are still organisations out there that won't / don't engage unless we address physical too
- Yes!!! Health - a thriving organisation with thriving wellbeing and good health!
- I think also when it comes to compassion and human kindness, I think holding people to account for poor behaviour also helps!
- the bio psycho social approach - agree is a really important point to overall health
- Dr Malie - couldn't agree more. Empathetic, compassionate leadership - at all levels. We need coaching and techniques to engender this

- get more women as leaders also

Thank yous:

- Thank you Stewart. Totally agree!
- Thank you very informative
- Thanks :)
- Thank you!
- Thank you for a very exciting webinar
- Great session thank you