

Everymind at Work Wellbeing Strategy Template

The purpose of this document is to guide your thinking around the creation of your wellbeing strategy and ensure the key areas for consideration are captured.

Remember that your wellbeing strategy should have a thread back to the organisational goals, to ensure any activity is aligned, forming a holistic strategic plan for the company. You'll also need to make a clear connection to your overarching people strategy so employees can see where wellbeing fits into the strategic people plan.

Before getting started on confirming specific actions within your wellbeing strategy, think about the presentation of your findings and how this might be communicated to a wider audience.

This document will pose 4 key questions to consider to help you create your wellbeing strategy:

- **Where are you now?**
- **Where would you like to be and by when?**
- **How will you bridge the gap?**
- **How will you track progress and measure success?**

Don't forget that a proactive, preventative approach to your wellbeing strategy will see greater long-term benefits as less employees will reach more serious stages of mental ill-health. We recommend the [Everymind 3 P's approach](#) which encourages organisations to Promote, Provide and Protect the wellbeing needs of their employees. Having more interventions within the 'promote' and 'provide' categories of the [Everymind 3 P's approach](#) will signal that the company is serious about making a difference and will start to focus their attention on preventative, not reactive initiatives.

Once your plan is created, you'll need to consider senior/stakeholder buy-in and how you'll actually deploy your strategy, considering communications and engagement etc. to ensure it lands well across the whole company.

Please refer to our [Wellbeing Strategy Resources](#) for more information and support in creating a wellbeing strategy. Should you require further guidance in any of these areas, Everymind at Work can assist via our various support packages.

4 Key Questions

Where are we now?

This should capture a summary of your findings regarding the level of **wellbeing maturity** within the business. **Using data and employee feedback** from previous interventions and engagement tools, you should articulate where the business currently is on their wellbeing journey and **why there is a need to change**.

For example:

- *Stigma is still a significant issue for the company and the culture is not supportive of having open and honest conversations regarding mental health and wellbeing.*
- *Data is telling a story of Leaders not role modelling the right behaviours and lacking a basic awareness of mental health issues.*

Where would we like to get to and by when?

This is about capturing your **wellbeing vision** and aspirations for the company, i.e., where you would like to be within a specific timeframe. Think about your chosen future timepoint, what do you want to see/hear/feel in your organisation?

For example:

- *There is an aspiration that employees feel psychologically safe to speak up without fear and that managers role model this vulnerability in the workplace.*

How will we bridge this gap?

This should cover the **solutions and interventions** identified as helping you to achieve your objectives. These solutions should be fit for purpose for your organisation and should align to your culture and maturity, especially if you're only just developing a wellbeing strategy.

For example:

- *Peer to peer support to be enhanced via Everymind Champion training to encourage people to feel safe to speak up and ensure that employees know what to do if a colleague opens up to them.*
- *Manager awareness increased via Everymind at Work's Manager Training sessions; providing managers with the tools to manage their own mental health, support others and provide them with confidence to have more difficult conversations with their team.*
- *Wellbeing roadmap created in collaboration with Everymind Wellbeing Business Consultant to ensure comms are strategically planned, frequent and engaging.*

How will we track progress and measure our success?

This should cover **gathering baseline data** and **agreeing the targets** etc which sit beneath your wellbeing objectives. You'll then need to agree how you'll **track progress** and over what time period you'll **measure success**.

For example:

- *Using data from engagement surveys, absence, attrition and performance stats to measure improvements and spot trends which might need addressing.*
- *Use the Everymind at Work Conversations Platform to empower, motivate and support our Champions/MHFA's whilst gathering data insights and engagement information.*

Wellbeing Strategy Plan of Action

Our Wellbeing Vision

Use your responses to questions 1 & 2 above to craft your vision.

E.g. To create a culture which supports wellbeing throughout the employee lifecycle, where employees feel safe to speak up and are supported to do their best work.

Our wellbeing objectives for the year	Our wellbeing solutions & initiatives in support of our objectives	How we'll measure success	Who will be accountable for delivery	Deadline
<i>To ensure employees have sufficient peer to peer wellbeing support available in the workplace</i>	<i>To reach a total of X Everymind champions by end of Q2 2023, following attendance on course.</i> ☒ Promote ☒ Provide ☒ Protect	- X trained champions by the end of Q2 2023 - Engagement survey indicates employees feel supported & their wellbeing matters	<i>Everymind at Work to provide Champion course (level 1) to X employees</i> <i>Managers to encourage attendance of those expressing an interest</i>	<i>End of Q2</i>
<i>To increase awareness and education of mental wellbeing amongst managers</i>	<i>Every leader to have attended a mental wellbeing session to upskill their knowledge and feed back to director/ rest of team re any key learning points.</i> ☐ Promote ☒ Provide ☐ Protect	- X leaders to have attended session by the end of Q3 2023 - Engagement survey indicates employees feel supported by their manager regarding wellbeing	<i>Everymind at Work to facilitate training workshops to upskill X managers</i> <i>HR team to facilitate attendance with functional directors</i>	<i>End of Q3</i>
<i>To ensure the employee lifecycle touchpoints incorporate wellbeing throughout the journey</i>	<i>Employee lifecycle reviewed by the end of Q2 2023 and changes proposed to enhance wellbeing activity throughout the journey.</i>	A plan is compiled to capture touchpoints and ensure they have wellbeing connections	<i>Everymind Wellbeing Business Consultants to support this review and incorporate wellbeing roadmap into planned activity</i>	<i>Plan compiled by end of Q3</i>

	☒ Promote ☐ Provide ☐ Protect	Feedback indicates that there are no significant gaps in wellbeing support		
<i>To implement a 12-month calendar of activities that keeps mental health awareness alive throughout the year</i>	<i>Share the resources provided by the Everymind at Work roadmap, and align this with the internal comms team and D&I calendar to ensure collaboration where possible.</i> ☒ Promote ☒ Provide ☐ Protect	Use the Everymind roadmap to share resources for at least 2 awareness dates per month	<i>HR team to coordinate</i> <i>Comms team to support with the roll out of content</i> <i>Everymind at Work to provide the 12-month roadmap and resources</i>	<i>End of Q4</i>