

Cupcakes and Candour:

What We've Learned
About Employee
Wellbeing





"As HRD it's my job to care about the Mental Wellbeing of my people. More importantly, as someone who has had their own struggles with mental ill-health, having been diagnosed with PTSD, I'm passionate about ensuring we are creating an environment where people feel psychologically safe and able to bring their whole self to work."



"Many in our industry know about Moments of Truth in Customer Service, but the support structure in place at work at a time of deep personal challenge was a powerful Moment of Truth with my employer. Having that support when I needed it most inspires me to pay it forward, live our values and focus on the wellbeing of the team."



The Contact Centre Industry's Experts

on Quality Assurance and Customer Experience

Multilingual monitoring

40+ languages

Multi-channel evaluation

Calls, email, live chat, social media and whitemail



Over 30 years' global Quality Assurance experience



Over 2 million evaluations completed each year



200 highly trained expert analysts in our UK office



Where did we start?

“The first step towards getting somewhere is to decide you’re not going to stay where you are.”

J.P. Morgan

What Changed?

Elle Neal - Data Analysis & Reporting Manager

14+ years at BPA

Diagnosed with Postpartum Anxiety

"Imagine each day your thoughts reel out like a terrifying end of the world movie; tsunamis, meteorites, tornadoes, dirty bombs all threaten your day. They intrude into your mind without warning and give you horrendous physical symptoms to boot! Well this was my life for 5 months after my son was born. The slightest noise, potential threat, news feed with a horrible story would enter my mind and rain terror on me. I felt trapped in this continuous cycle fearing for my son's life. Daily tasks such as bathing and walking down the stairs left me on edge, waiting for that accident that would end his life."

"It was pretty scary talking about my personal experiences for the first time, but it has been worth it. So many people have come forward to talk to me and I am finding that they are now paying it forward to others. I was so moved by the response I got from the first email to the company looking for others to come forward and work with me on this campaign and **I am really proud of our Mental Wellbeing Team.**"



Our Vision

We want to create an open culture that enables disclosure and breaks the stigma surrounding mental health through ensuring we have a mentally healthy workplace with an engaged workforce that are productive, resilient and positive.

What Was Our Approach?

- ✓Genuine
- ✓Authentic
- ✓Congruent with our culture & our values



Innovation



Enthusiasm



Customer Focus



Integrity



Total Performance



Team Work

What did we do?

“Start where you are. Use what you have. Do what you can.”

Arthur Ashe

What Was The Impact?

- ✓Mental Wellbeing Champions
- ✓Team Leaders & Line Managers
- ✓Policies & Processes
- ✓Shared Emotional Language
- ✓Psychological Safety





Don't mention
the 'C' word!

Key Ingredients for Success

Empathy

1

Development

2

Support

3

Cupcakes

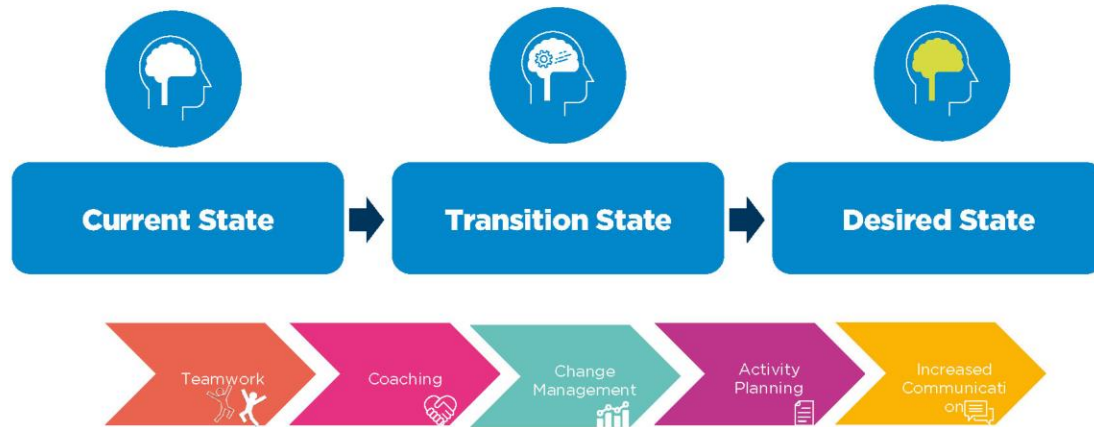
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Candour

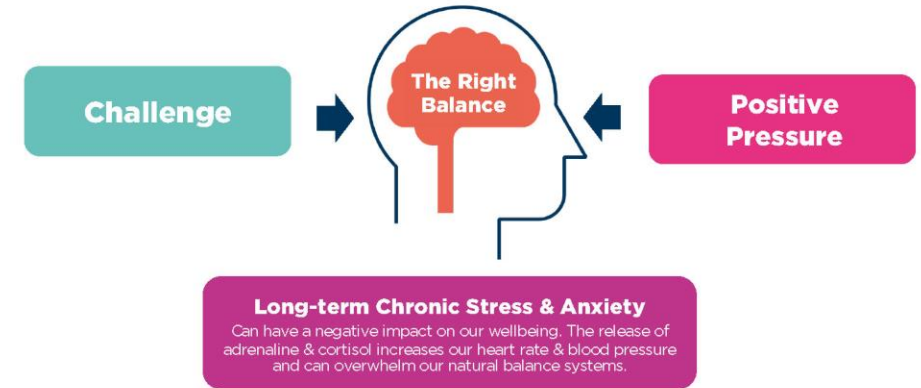
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What and How?

Navigating the Change Transition



Our Stress Response



5 Proven Ways to Improve Wellbeing

Connecting

How would I know if I were connecting or just making contact – what makes the difference? What connections can I make or remake?

Learning

What interests me – what do I value? Find useful? How can I make learning fun & something to look forward to?

Get Active

What activities do I engage in on a regular basis? How would I like to develop this? What adjustments can I make to be more active?

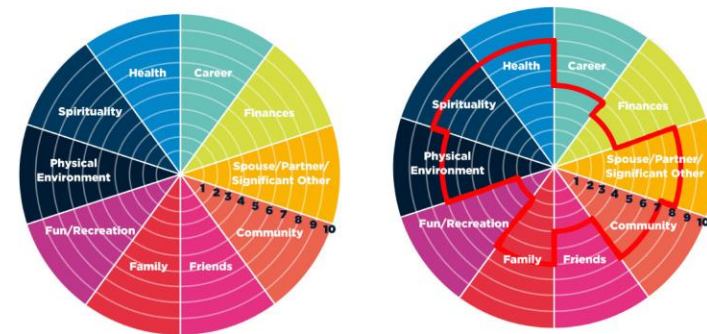
Give

Do you notice what it's like for me when I give to others? What else could I give to others that I haven't thought of before? What do I give myself?

Take Notice

What opportunities can I take or make to take notice more often? How can I practice slowing down & pausing more often? What difference will incorporating this into my day to day life make?

Finding the Balance: Wheel of Life



Showing Up for Your Team

Thank you for keeping us up-to-date and posted on all the goings on. The transparency with the company has been brilliant and you guys have been fantastic during these strange times.

Thanks you very much to all the leadership, and especially the TLs throughout this challenging period. You guys have done so much to make our lives easy and it hasn't gone unnoticed!

Thank you very much for all the hard work you have been doing to keep the business going and ensuring the wellbeing of all of us, it is very much appreciated and comforting to know that we have a brilliant Leadership Team.

True leadership is by example, and there could not be a better example than what we have all benefitted from during this testing time. Thank you BPA leadership.

Thank you for the care and consideration shown by all you at the BPA family. It is amazing to be part of a company who are so supporting, informative, professional and caring. To feel safe and valued in these strange times is precious. Sincerely THANK YOU. Take care and keep safe.

To the leadership team, You deserve an extra note of thanks for all your ongoing leadership and support during these tremendously challenging and unprecedented times. We would like you to know that none of this has gone unnoticed, and we are grateful for your hard work, vision and commitment to all of us. You are simply an amazing team.

You are amazing! Your confidence and continued support throughout all these difficult times is apparent and very much appreciated. Thank you so much for all the hard work, planning, flexibility, adaptability and consideration - the impact has undoubtedly benefited all and I certainly am grateful for this. Your care to involve all in events that embrace is very special.

An Attitude of Gratitude



An Attitude of Gratitude



What Have We Learned?

- ✓ Do something
- ✓ Don't wait for conditions to be perfect
- ✓ When people feel truly valued, they will do more than is expected of them
- ✓ Don't be afraid of candid and courageous conversations at all levels of the organisation
- ✓ Focus on the core conditions for an emotionally literate and healthy workplace
- ✓ Harness the power of modelling vulnerability



What Next?

- ✓ The 'Everymind' App
- ✓ Keep Listening
- ✓ Stay Flexible
- ✓ Further explore and expand our awareness of the huge impact diversity and inclusivity has on the wellbeing of our people
- ✓ Use our learnings to benefit our new hires through the onboarding process and for our existing people through our ongoing coaching and development programme



Easy Sign Up

Straight forward on-boarding, requiring minimal input from your company and a smooth experience for your employee

Anonymous Use

As stigma or at least the fear of being stigmatised exists, it is so important to us that all app use is completely anonymous. Giving our users the freedom to access any information without the fear of vulnerability.

Tailored Content

Everyone is unique in their feelings and the support they need, and we don't believe in a 'one size fits all' approach. Our app uses AI technology to learn and provide tailored support to every employee.

Company Specific

We customise and brand the app for every company we work with, integrating your existing policies and mental health initiatives.

Urgent Support

Although we focus on a proactive approach to mental health, we also know that at times, urgent support is needed. We offer 24/7 support via our partners, so at a time of crisis you have someone to help.

Reporting

Working with you, we can provide bespoke reporting showing you exactly what your employees need to feel supported, happier and more productive. We also show you industry driven reporting, displaying trends to help you stay ahead of the curve.



Thank You

Your Questions are Welcome