



Workplace Wellbeing

How to promote
positive mental health
in the recruitment
industry.

Personal note



I'm Paul, the Founder of Everymind at Work and I wanted to personally thank you for accessing this report.

It's estimated that at least 74% of recruiters have suffered from some form of mental health issue in the last year, and as a business we wanted to put together this free guide to help Recruitment companies better support their employees.

I started Everymind at Work off the back of my own personal experience, sadly losing my Dad to suicide when I was 18. With little warning signs and no past history of mental illness I've seen first hand the negative impact ignoring mental health can have on people. And as a business, we're focused on helping businesses and employees take a proactive approach to mental wellbeing rather than a dangerous and ineffective reactive approach.

We're also certainly going through unprecedented times right now, and looking at the data from our existing Recruitment companies using our platform we've found in the past few months employees of Recruitment companies have highlighted that 'worry' and anxiety is impacting their daily work life.

In this report we've highlighted the key findings from our existing partners within the Recruitment industry alongside providing 6 tips to help you as a business, better support your employees. If you need further help and if you're looking for further support for your employees, do reach out.

P McGregor

Paul McGregor
Founder, Everymind

paul@everymindatwork.com

Introduction

Mental health problems are a growing public health concern as prevalence is rising not just in the UK, but around the world. 1 in 4 people will experience a mental health problem each year in England and is estimated that 12.8 million working days per year are lost due to work-related mental ill health¹. This is costing the UK economy between £74-£99 billion per year in absenteeism, presenteeism and staff turnover².

This is having a detrimental effect on employers. A recent analysis by Deloitte found that poor mental health is costing UK employers up to £45 billion each year, a rise of 16% since 2016 (an extra £6 billion a year). However, for every £1 invested into mental health by employers, they get £5 back in reduced absence, presenteeism and staff turnover². These statistics highlight the costs of mental ill health, but most importantly, they show that even the smallest acts of employer support, can make a big difference.

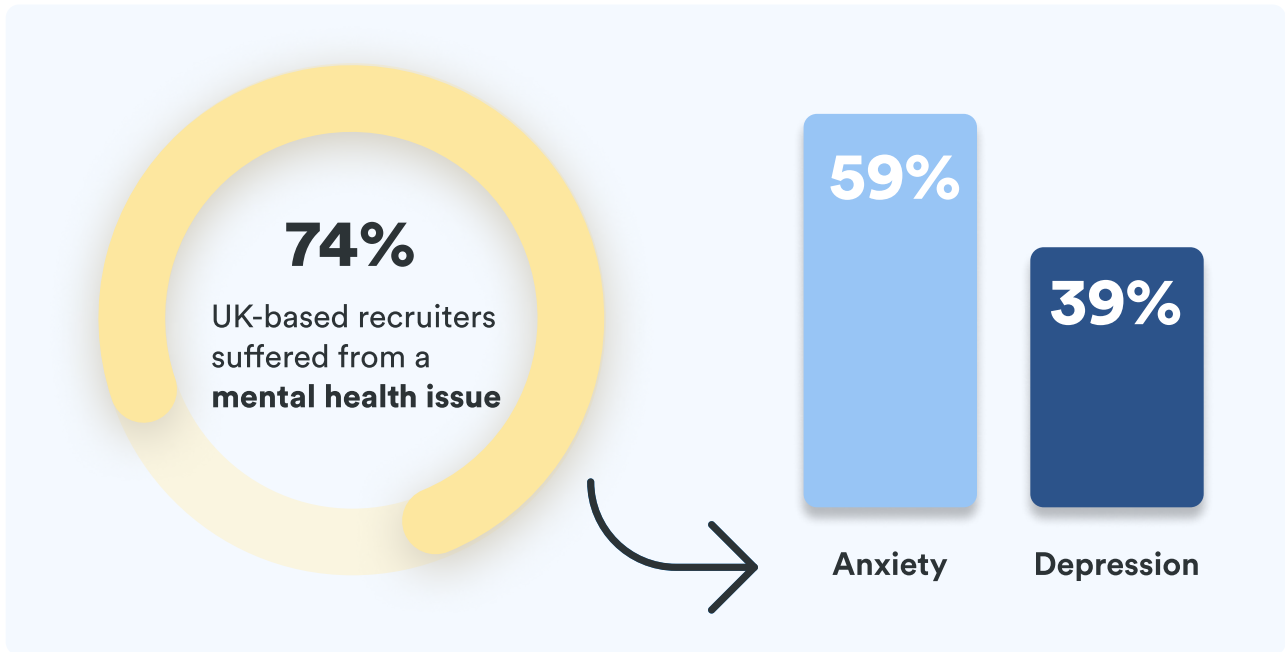
The time to act is now.

Mental ill health is a prominent issue across all sectors and job roles, however sales roles, including recruitment positions, are often considered more stressful in comparison to other professions. We therefore want to help employers in the recruitment industry to understand how they can better support their employees and reduce the negative effects of mental ill health at both an individual and organisational level.

¹ HSE: Working Days lost in Great Britain (2018/19). Available at: <https://www.hse.gov.uk/statistics/dayslost.htm>

² Deloitte: Mental health and employers, refreshing the case for investment (2020). Available at: <https://www2.deloitte.com/uk/en.html>

Mental health & the recruitment industry



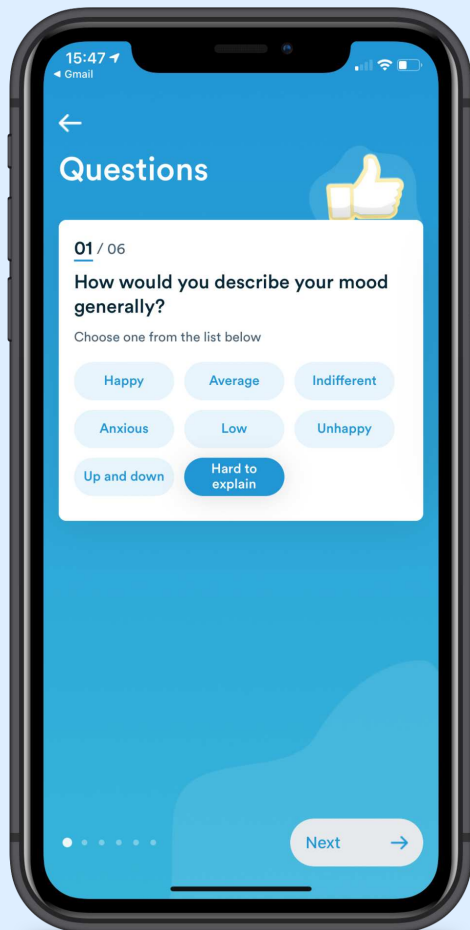
It is estimated that at least **74% of UK-based recruiters have suffered from some form of mental health issue in the last year.** Anxiety is found to be the most prominent issue for recruiters, with 59% of people suffering from the condition; whilst 39% of respondents have experienced depression.

Recruiters work in a high pressure and target driven environment. It can be demanding; phone calls, deals, networking and business development, all whilst trying to meet the demands of clients, candidates and bosses. **We are living in a culture where increasingly available technology means we are always 'on', which, when combined with long hours and hectic schedules, leaves recruiters struggling to cope.**

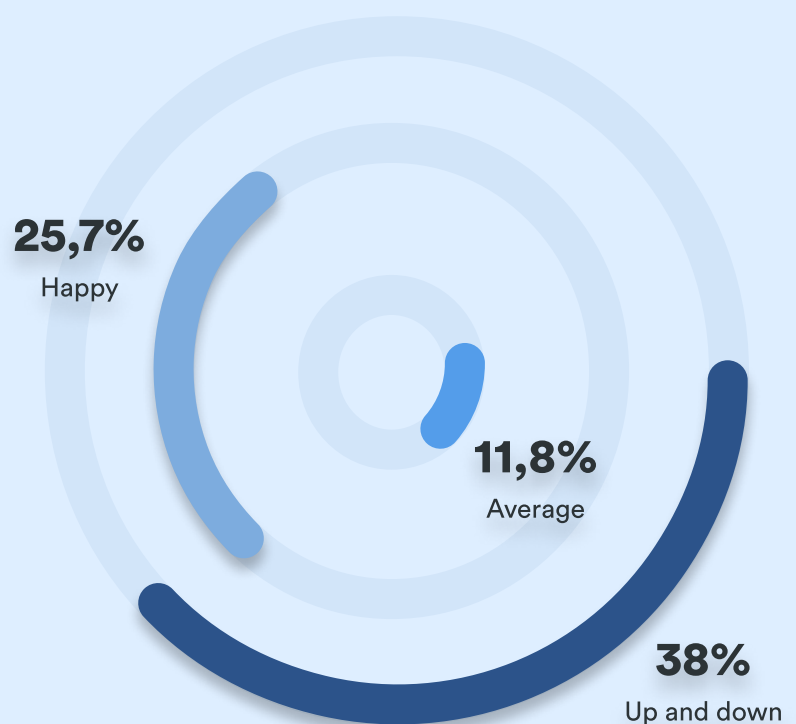
³ CSG Talent: Mental health within the recruitment industry (2019). Available at: <https://www.csgtalent.com/>.

Our data

When joining the app, all recruiters were presented with a series of six onboarding questions to ensure the content was tailored for them on their feed. These answers have given an insight into their general wellbeing at the point of joining and the statistics are discussed below.



How would you describe your mood generally?



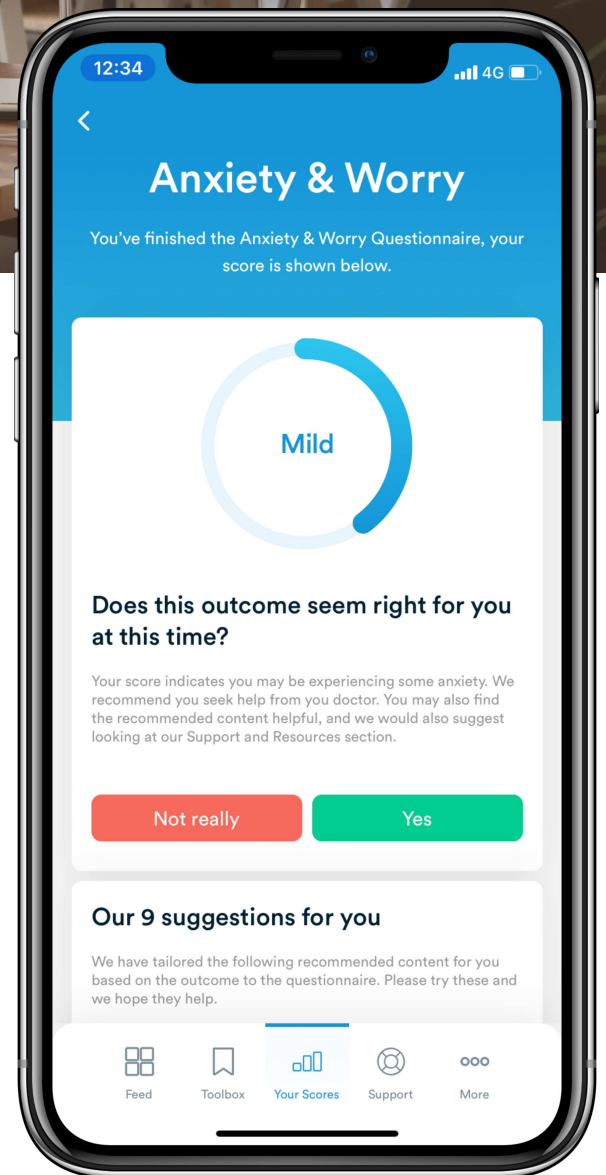
When describing their mood generally, most recruiters said it is **'up and down'** (38%) whilst **25.7% described their general mood as 'happy'** and **11.8% described their general mood as 'average'**. Whilst this may seem positive compared to other possible answers (e.g. low, unhappy, indifferent), many individuals find it hard to describe their mood and questionnaire results are often highly correlated to their mood at the time of completion. **It is therefore interesting to note that 64.5% of recruiters surveyed, often notice sudden changes in their mood. Sudden changes in stress (60% of respondents) and energy (52% of respondents) were also noted.**



Like previous research, we have found that a high number of recruiters are experiencing anxiety; in fact, over half of respondents (57.6%) feel that their ‘worry’ is impacting their daily life.

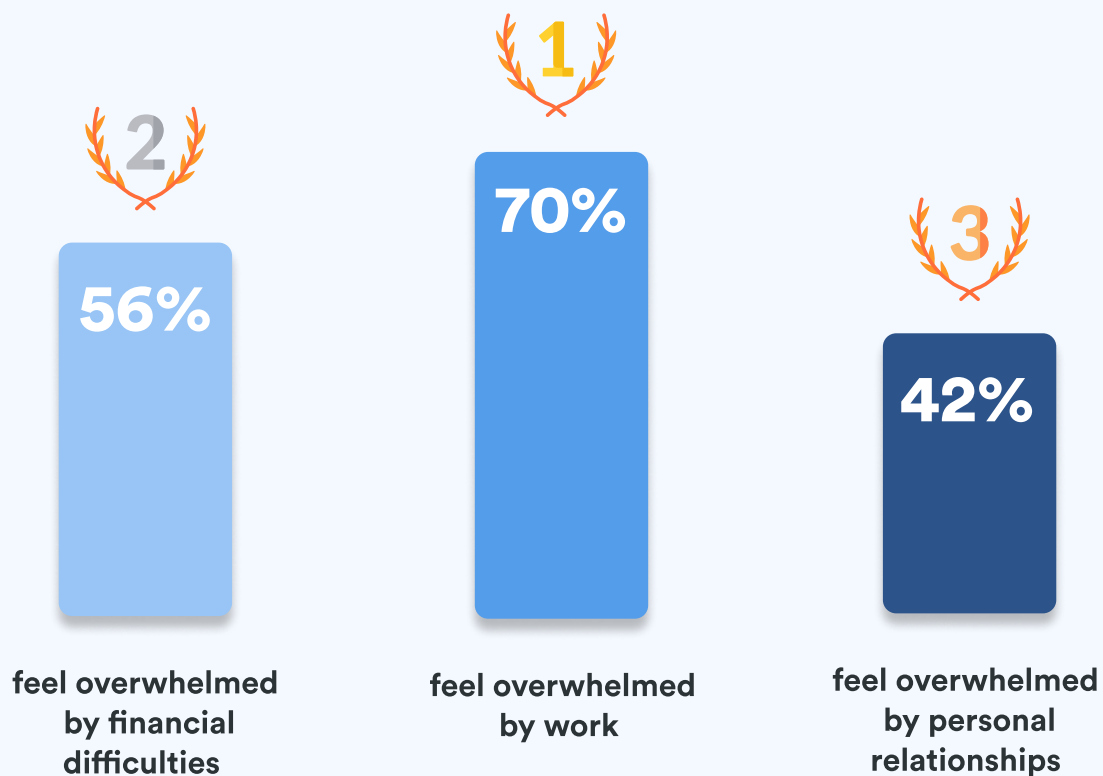
Experiencing anxiety can decrease an employee’s work performance and increase the likelihood of absence and missing deadlines.

Moreover, anxiety disorders are highly comorbid with other mental health issues. This could explain why 45.8% of respondents feel their lack of self-confidence impacts their everyday life.



We asked our recruiters to select from the following factors which they feel overwhelmed by: work, responsibilities at home, personal relationships, health concerns, financial concerns, negativity, or none of the above (multiple selections were permitted).

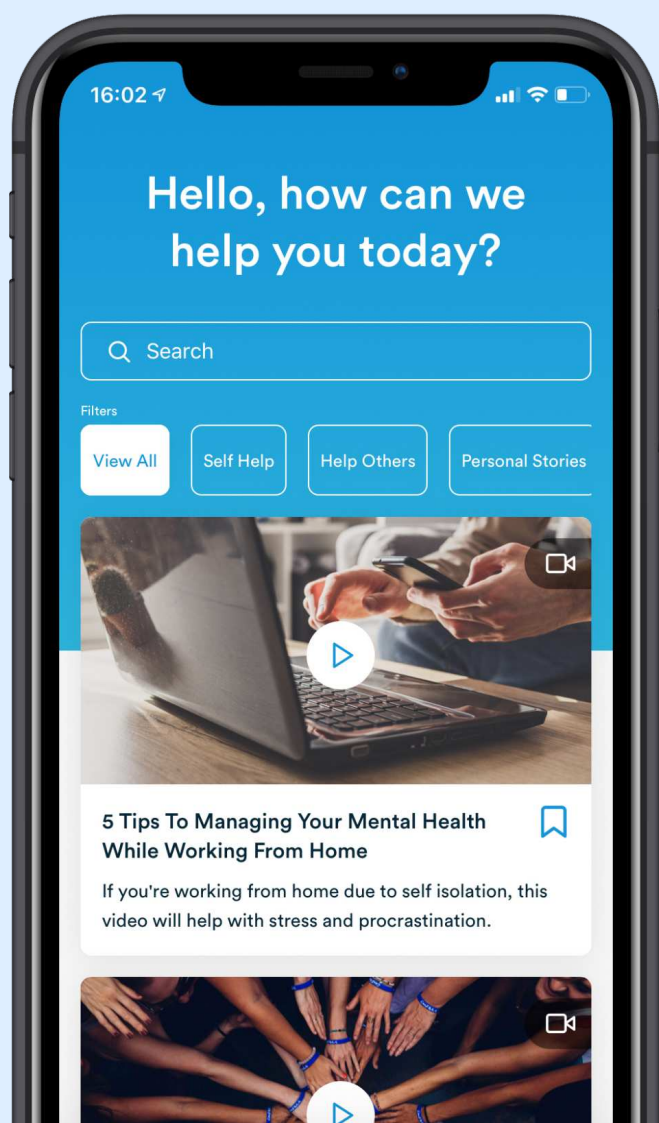
Here are their top three answers:



When feeling overwhelmed, **67.3% of recruiters surveyed state they are unable to focus, 64.5% are irritable and 46.5% feel detached and unengaged.** All three of these factors would have a significant impact on individual work performance but also the organisational culture. It is therefore important to **support your employees' mental health by proactively preventing and managing any issues to prevent the negative individual and organisational effects.**

Poor mental health can also have physical effects on the body. **Many of the recruiters surveyed experienced the following symptoms daily: headaches (31.3%), a racing heart (21.5%) and body aches (16.7%).** It is important to note that these symptoms could be caused by several factors, not necessarily all linked to mental health. These are discussed in the following section.

Finally, our app analytics show that employees in the recruitment industry are viewing the following five topics most frequently:



- 1 Improving Sleep Quality**
- 2 Managing Anxiety**
- 3 Understanding Imposter Syndrome**
- 4 Understanding Depression**
- 5 Increasing Self-Confidence**

Considering the statistics presented above, it does not come as a surprise that recruiters are viewing these topics more than others. **Sleep disturbances have increased significantly during the pandemic across the whole UK population**, which could explain why so many recruiters are seeking help to improve their sleep. However, research also shows that some form of sleep disruption is present in nearly all psychiatric disorders and is especially linked to anxiety.

It has been found that **anxiety causes sleeping problems, and new research suggests sleep deprivation can cause an anxiety disorder**. Therefore, with the high number of recruiters experiencing anxiety, combined with the pandemic, **it is likely that many recruiters are experiencing sleep disturbances which can have serious effects on physical, mental and emotional health/wellbeing**. Lack of sleep and anxiety can also contribute to depression and low self-confidence, two other topics that recruiters have been viewing frequently.

The fact that recruiters are frequently looking at Imposter Syndrome content is also worth noting. **Imposter Syndrome is a psychological pattern in which one doubts one's accomplishments and has a persistent internalized fear of being exposed as a "fraud"**. People with this syndrome lack confidence and often experience performance anxiety, which can lead to perfectionism, burnout and depression. **It is likely that many of the mental health problems that recruiters experience are linked and feed each other, therefore it is so important that employers do what they can to reduce this**.



How **you** can help

Though the past decade has seen a shift in attitude towards the importance of good mental health, it can still be difficult to understand what support is required in a workplace to create a culture of support. That is why we are here to help. Here are some things you can do as an employer in the recruitment industry that will help your employees, which in turn will benefit your organisational results.

1.

Create a supportive environment

It is important that as an employer, you create an environment where staff feel they can openly speak about mental health.

This is for **two reasons**: firstly, **if employees feel they can talk openly about mental health, issues are less likely to build up and become problematic.**

Secondly, **you want your employees to voice their concerns or struggles so that you can help them if needed;** they will not do either of these unless you create a supportive environment. With anxiety levels being so high in the industry, you want to be able to understand the triggers for each individual so that you can help reduce them; creating a supportive environment will help you do this.



Here are our **three top tips** to creating a supportive environment:



Educate your management and senior leadership team so that they truly understand mental health and the effects it can have at an individual, team and organisational level. They need to be comfortable to have difficult conversations and know what to say if an employee does confide in them.



Actively encourage positive mental health through employee days, L&D opportunities or by appointing 'mental health champions' in your workplace who are trained to support staff.



Make 1:1s with line managers a priority. This is an opportunity for the employee to speak openly with their manager and for the manager to understand how they are feeling on a regular basis. The manager can then work with the employee to manage and resolve any issues they are experiencing.



2.

Include mental health and wellbeing in your L&D strategy

Recruiters need to be highly adaptable and reactive to survive the fast paced and ever-changing nature of the industry. They need to be able to navigate their way around a variety of different situations with both clients and candidates, which requires ongoing coaching and improvement of skills.

By providing a consultant with sufficient learning and development opportunities, you are removing the fear of failure which significantly contributes to their stress and anxiety levels. Skill and knowledge training will indirectly help with employee wellbeing, but what is often missed is direct L&D opportunities for mental health.

Here are some ways you can include **mental health and wellbeing training** in your L&D strategy:



Offer training courses on managing stress, improving sleep, meditation and mindfulness, understanding emotions, improving self-esteem etc. These can be both online and in person.



Provide seminars on healthy eating/nutrition and the benefits of exercise.



Invite nutritionists, psychologists, life coaches etc. to give lectures to your employees and/or provide 1:1 consultations.



Offer resources to help with financial wellbeing, such as training, webinars, advice sheets and meetings with financial planners.

3.

Offer benefits to support employee health and wellbeing

Employers know that choosing the right benefits to drive employee engagement is paramount. **By including benefits that promote positive wellbeing in your benefits package you are showing your employees that you care about their overall wellbeing.** Not to mention with the recruitment industry growing, it is also in your interest to offer benefits that attract the top talent!



Benefits to consider may include:

- 1 Offer flexible working and provide the necessary equipment for this to work.
- 2 Provide healthy office snacks and subsidised onsite kitchens.
- 3 Discounted gym/fitness memberships. Many companies are now investing in on-site gyms too!
- 4 Have 'stand-sit' desks so that employees are not confined to seated positions for long periods of time.
- 5 Offer onsite exercise classes such as yoga during lunch hours.
- 6 Provide break out areas for employees to relax and unwind during the day.
- 7 Offer a cycle to work scheme.
- 8 Health insurance and/or healthcare cash plans.
- 9 Offer charity days, whereby employees can have an extra day/s holiday to work for a charity.
- 10 Wellbeing programs that offer incentives to individuals and their families

4.

Encourage work-life balance

The pressure of an increasingly demanding work culture is presenting a significant challenge to the mental health of recruiters. **Long working hours and tight deadlines are causing recruiters to neglect the factors in their lives that make them resilient to mental health problems.**

The main way to **protect employee mental health against the potential detrimental effects of work-related stress is to ensure they have a healthy work-life balance.** Put simply, a work-life balance is the amount of time and focus a person gives their work versus other aspects of their life – whether it is raising a family, hobbies, relaxation, or anything else.



As an employer you should encourage your employees to focus on other aspects of their lives too. Here are some ideas of how you can do this:

Offer flexible working.

Encourage breaks.

Encourage managers and senior leaders to role model work-life balance themselves.

Regularly review workloads.

Set expectations that time off means time off.

Give employees time to volunteer.

Do not expect employees to work/check emails in the evenings and weekends if it is not in their contract to do so.

Support your working parents.

Encourage managers to focus on productivity and outcomes, rather than hours.

Ask your employees for feedback.

Acknowledge that every employee is different and therefore their work-life balance needs will vary.

Through conversations with our clients, we can tell that the pandemic and subsequent lockdown is already influencing future approaches to flexible working in a 'post-covid' world. This is really encouraging to see, especially from recruitment companies, as changes to the flexibility of recruiters working lives, could have significant effects on their work-life balance and in turn their mental health and wellbeing.

5.

Set realistic expectations

A previous study into the mental health of the recruitment industry found that **the following activities were most stressful for recruitment consultants: business development calls, vacancies sourced, and candidate interviews booked with clients⁴**. All these activities have an element of pressure to achieve or have specific targets set. This can significantly **increase the stress and anxiety of recruiters and therefore needs to be managed appropriately**.

Setting targets, deadlines and KPIs for your employees and teams can be a very good motivator and can push individuals to achieve their full potential. **However, if a goal is vague or too hard to achieve, it can increase feelings of self-doubt and anxiety. Furthermore, if you fail to achieve your goal it can produce a sense of failure which can lead to feelings of depression and anxiety.**

On the other hand, **achieving goals releases ‘feel good’ chemicals in the brain like dopamine, making employees feel more confident and happier.** It is therefore important to know how to set achievable goals and expectations to ensure they boost employee mental health not hinder it.

⁴ CSG Talent: Mental health within the recruitment industry (2019). Available at: <https://www.csgtalent.com/>.

Here are some ideas to help you set realistic expectations:



Set SMART goals for employees. SMART goals must be: Specific, Measurable, Achievable, Relevant and Time-bound.



Make sure that employees understand the targets they have been set and are comfortable with them – it should be a two-way discussion.



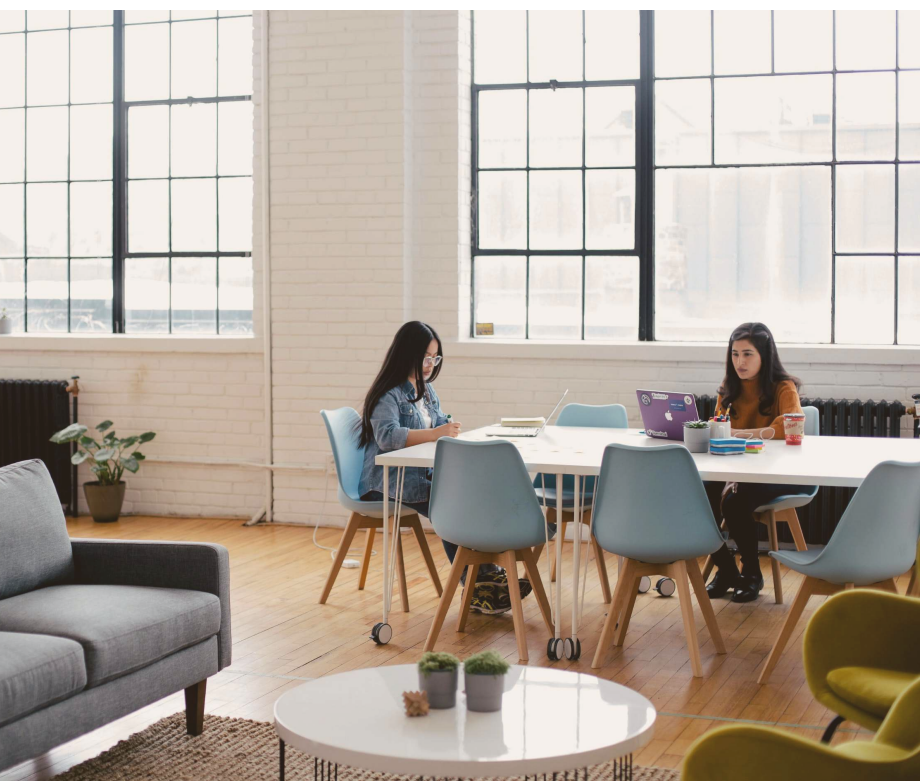
Regularly track progress. It is a good idea to track KPI/goal progress in the 1:1 meetings that employees' have with their managers throughout the year, not just during the review period. This ensures employees get regular feedback, help and support to achieve their KPIs.

6.

Make sure your office environment supports mental health and wellbeing

Many recruiters spend most of their working time in the office, so it is important that your office design creates a space that promotes wellbeing. Your office design should provide a variety of work settings so that employees are not stuck to the same desk for 8 hours.

Instead you should have break out spaces, hot desking, meeting rooms etc. so that employees can choose where and how they want to work for particular tasks and activities. You should also ensure that your office ergonomics meet required standards. Office ergonomics help employees work comfortably and can reduce stress and injury caused by sitting in awkward positions and completing repetitive tasks.



Here are some other **design features** you may want to consider:



The lighting - lighting affects mood and as a result can impact productivity and wellbeing, so it is worth reviewing whether your office lighting design has been well thought through. For example, it is important to have more natural light where the desks are situated than in the break out areas.



Embrace colour in your office. You do not have to stick to plain walls and soft tone colours. Like lighting, colour can affect mood and specific colours (e.g. blues and greens) have been found to support a sense of calmness and wellbeing. Whereas, brighter colours can also instil energy and alertness.



Bring the outside in. Humans are drawn to nature and by having plants in your office, you are increasing oxygen levels which results in increased concentration and productivity and improved mood.



Encourage physical activity. Having bike storage and changing facilities for example can be a quick win for employers. This can encourage staff to be more active on their commute or lunch break. Additionally, having a games room with a table tennis or pool table also encourages employees to be more active throughout the day.



Showcase art. Having artwork on the walls of an office has been shown to increase creativity and productivity.

It is estimated that the average person will spend 90,000 hours at work over a lifetime. It is therefore so important that employers take their duty of care seriously and proactively protect the mental health and wellbeing of their staff. The cost of mental ill health to individuals, organisations and the government is increasing every year.

The post-covid era could pose an even more stressful time for recruiters and therefore it is imperative that employers take necessary actions to protect their employees.

As discussed in this paper, there are several small steps employers can take that can have a big impact on employee mental health and wellbeing.

By providing your employees with the wellbeing education, support and tools they need, you are not only improving their quality of life but you are helping to create a more motivated, engaged and high performing workforce – resulting in greater organisational success.

The time to act is now.

Discover the incredible features of our App

Personalised, effective mental health support in your employees' pockets 24/7



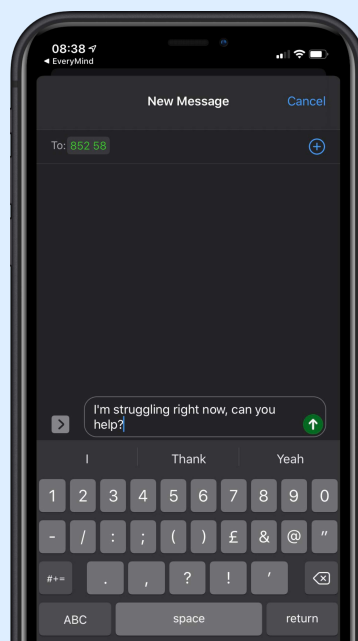
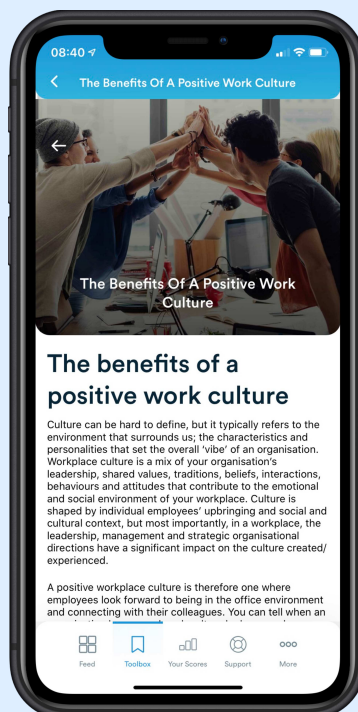
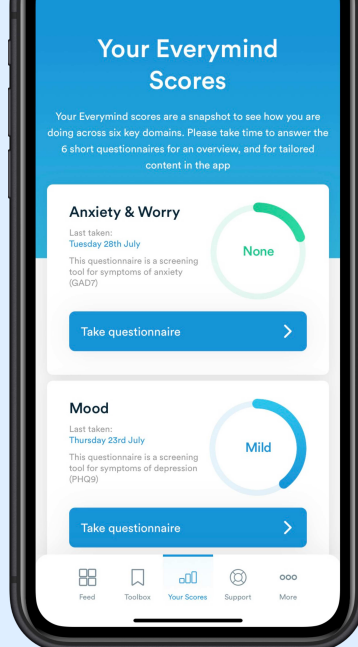
Educate

A constantly expanding library of content, giving your employees the knowledge they need to better support their own mental health and colleagues around them.



Self Care

From videos of people sharing their own personal experience, to meditations on getting a better night sleep - we provide self-care strategies to empower your employees 24/7.



Monitoring

Our revealing self-assessment quizzes within our Everymind scores feature allow your employees to monitor their mental health, with personalised suggestions to improve.



Monthly Talks

Think of it like the TED Talks of mental health! Led by thought leaders and psychological experts, available free for your employees every single month.



24/7 Support

Telephone and SMS support, specific to mental health and accessible within a few clicks on your employees personal phones. It's there for them day or night.

How we can help your employees and business with mental health

Amazing benefits for every company that makes this a no-brainer.

Business Benefits



Higher productivity, higher job satisfaction and lower absenteeism.

A recent study by Deloitte showed that for every £1 invested in mental health, businesses saw a return on investment of £5.



Understand and improve the mental health of your employees

By getting anonymous analytics across your business, our unique algorithm combines our data to present you as a business with your very own Everymind score. Our certified psychologists on staff will crunch the data and serve you personalised recommendations based on your company's unique psychological profile.



Our app, branded for your business.

We don't take a 'one size fits all' approach with our service, as we know every business is different. Incorporate your logo, existing mental health initiatives, your own content and communicate with your employees via your own Push Notifications. We're here to help you make your current plan more accessible – not replace it.

Employees Benefits



An avenue to stay grounded.

In today's work COVID climate, 40% of employees experience stress and anxiety about returning to the workplace. Everymind helps them through challenging times, educating on the importance of mental health, providing an array of coping strategies alongside helping them stay motivated, flexible and focused.



Support, tailored to them.

From our experience we know mental health is very individual, what helps one employee may not help another. Our app allows every employee to monitor and manage their own mental health journey, individual to them. Based upon their Everymind scores our app will suggest coping strategies relevant to them, alongside giving them the ability to build their own Wellbeing Toolbox within our app.

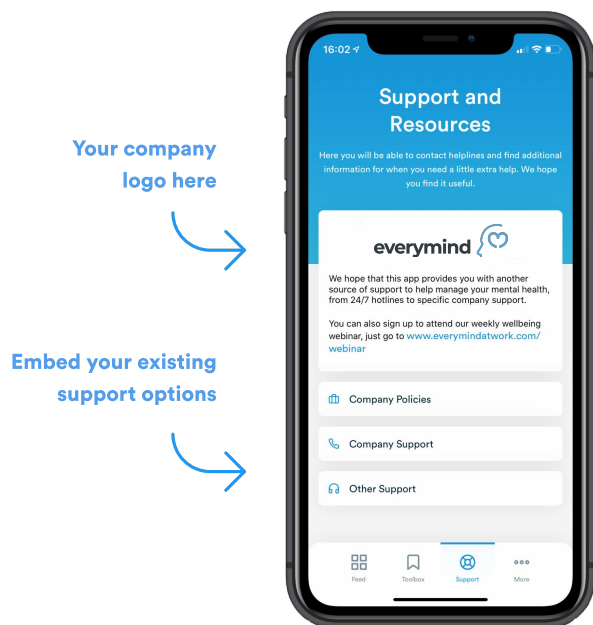


Anonymous, for peace of mind.

Awareness around mental health is increasing, but stigma still exists. Therefore we've made our app completely anonymous for employees, with personal data unidentifiable.

Getting signed up, with little involvement needed

We know you're extremely busy and worried about communicating a new initiative out, so we've made it as 'hands off' as you'd like to make it...



Step 1

We'll set your app up for you

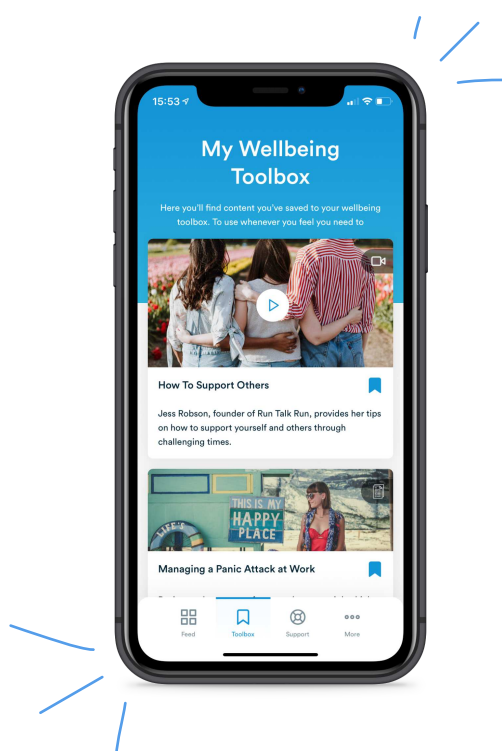
Enquire today and we'll set up our app, configured to your business in less than a week.



Step 2

We'll send you the 'comms'

When your app is ready and you're happy, we'll share the comms with you (including custom graphics and text) to send out to your employees.



Step 3

We keep your employees active & engaged

Not only do we take care of getting your employees signed up on our app, we keep them engaged with new features, fresh content and weekly live sessions.



**TRY 3 MONTHS
FOR FREE**

Email info@everymindatwork.com to get started

everymind 