


## Case Study

# ALDRICH GROUP



## Identity

David Hallwood  
Finance Director

Aldrich experienced an increase in demand for care and attention for their staff during the height of lockdown following COVID-19 outbreak, to which their Finance Director, David Hallwood knew something needed to change “Due to lockdown, a large proportion of our workforce were furloughed and were suffering a lack of income. We’re a small business, everyone knows everyone and we care more about keeping staff happy. We wanted something that would be proactive and that's when we discovered Everymind at Work”.

## Struggle

David knew they required extra attention to staff wellbeing after speaking with their employees. “Following an employee survey, we discovered one of the main issues was employees felt their mental health wasn’t very well supported”.

## Discovery

“I saw Paul speaking as a guest, I pitched the idea in a board meeting and the idea went down very well with them. Together we worked on a coherent strategy that accomplished unmet business needs. This meant we could:

- Offer a safe environment employees can turn to without telling a manager
- Provide a plethora of content at their fingertips
- Evolve our current wellbeing approach into a consistent company-wide strategy

The key thing about Everymind at Work is the proactive aspect in promoting self care. EAPs tend to be very reactive and are a point of support for someone who is already in a crisis. So the thing that's coming through strongly is a proactive approach and something employees feel employers can do as additional support. Therefore this was a good strategy to offer employees, combining proactive resources and encouragement to look after themselves in an environment that is confidential”.

## Results

Upon launch, all employees of Aldrich were given a personalised webinar by Everymind at Work's founder Paul McGregor. "The roll out with Everymind at Work was fast and easy, a lot of employees turned up to the launch webinar. The feedback I've had about the app has been really positive. **The beauty of Everymind at Work is that it's anonymous, but we do have Everymind at Work Mental Health Champions if employees need them.** The Everymind Champion Course also had really great feedback and was liked by our employees. Since then, our contact, Jess, sends us regular updates and pins useful content on the app for us - her recommendations have been great. Employees are engaging it in and it has had a really good response across the business.

**The partnership has highlighted something we weren't focusing on. We can now be proactive, and it has made our workload far more productive."**



### Key Takeaways

"Having an external wellbeing partner keeps everything safe and comfortable. This balances the amount of support you can offer versus the level of confidentiality. Our employees value it because it's anonymous and the content on the app has been really well received. Working with Everymind at Work means we can reach more people widely. They have worked to solve the issue of being proactive and have fulfilled the brief. If you're considering signing up it is worth it. It's not just an app, we have a partnership and we're given many additional resources that are useful for our employees. We would be doing this even if COVID-19 didn't hit, wellbeing in the workplace is very important and we have a lot more to talk about in the workplace".