

Case Study



Identity

On a mission to reduce the stigma around mental health, Head of Health and Wellbeing Kelly Osborne at Wates Group, knew they needed to go the extra mile with their wellbeing strategy. “We have always considered the safety, health and wellbeing of our people our number one priority. Therefore, we wanted to partner with someone who aligned with our company values, is approachable, easy to work with and brings value to the business. The need for a simple, proactive solution that suits all employees was what attracted us to Everymind at Work”.

Kelly Osborne
Head of Health and Wellbeing



Struggle

Wates Group recognised they needed to do things differently when they understood the biggest struggle for many of their employees was talking openly about their mental health. “Construction is typically a tough male-dominated environment and our goal is to raise awareness about the importance of mental health and to get people to feel they can be open and honest by putting their hand up when they are struggling and need help”.

Discovery

“I first discovered Everymind at Work on LinkedIn and was drawn to their tailored partnership approach; it feels very flexible. The easy-to-use app with engaging content and support is relevant, fresh and simple to use. The proactive engagement from Paul and the team meant we could offer:

- Engaging and diverse wellbeing webinars to our employees
- Tailored support, whenever we need it, through the Everymind at Work app

When I’m feeling overwhelmed or want tips on how to improve things, the Everymind at Work app is a great resource. The quick quizzes to assess how you feel means that the content is tailored to you and I have found some of the videos and techniques so helpful, especially when I’ve felt anxious or worried.”

Results

Wates Group introduced their employees to all content and resources available to them as soon as they were rolled out. “We were given a personalised launch webinar with Everymind at Work’s Founder, Paul. As the partnership has evolved, we have become involved with more of Everymind at Work’s strategic offerings through regular webinars and personalised support. They bring so many added benefits which fit really well with the business. Communication from the team has been really proactive and helpful - our contact Jess regularly sends us consistent up-to-date comms which I can easily brand and share with the business. This alone has greatly reduced my workload giving me more time to focus on other strategic priorities”.

Key Takeaways

Wates Group recognise the importance of mental health support for their employees and the need for it to be simple in its solution.

“Everymind at Work navigates with ease, leaving employees feeling heard, engaged and understood. Everymind at Work’s person-centred approach was a huge sell for us. The best thing about them, is the people that work for them. The webinars and bespoke sessions are delivered in such a refreshing way. They have a real skill in making the content motivational and engaging and the sessions are really interactive which keeps people engaged throughout. You come away each time feeling inspired. Everymind at Work make it really easy to work with them, it’s a no brainer if you’re considering signing up”.

What’s Next For The Partnership?

“Our focus going forward is to now rollout a Building Personal Resilience programme, with Everymind at Work, for all our employees. The partnership element opened my mind to what could be achieved in the mental health space at work. They keep it simple, and engaging - our employees love the style of Everymind at Work. The webinars are interactive and involve all employees which has led us to want to do more.”