

Case Study



Joanne Aldrige
Head of Franchise



Identity

When Joanne Aldrige, Head of Franchise at Holiday Franchise reached out to us, she echoed the concerns of the business; “we had nothing in place for mental health support and we hadn’t even thought about how to navigate it, but as we have grown the network, more people have been open and honest with their struggles. When COVID-19 hit, the travel industry was decimated; our franchisees were hit hard. This was when we knew we needed additional support”. Holiday Franchise knew they had franchisees that had been open about their personal mental health issues; which garnered concern there might have been more they weren’t aware of.

Struggle

With financial burdens looming increasing mental health concerns, Joanne discovered Everymind at Work to fill a much-needed void within the business; “We didn’t know what the solution was, we knew we needed external help as a permanent fixture for mental health at work, and that’s when I came across Everymind at Work - our values aligned and we wanted to make mental health in the workplace “normal”. Financial concerns were difficult to balance across all areas of the business; this was a hard time for us and our franchisees and it became apparent how low they were feeling. We knew we needed to put something in place, however, it was out of our skillset and capabilities”.

Discovery

“I discovered Everymind at Work and was really touched by Paul’s personal story - his journey is extremely relatable and I was sold by his ability to turn his journey into a wellbeing business. We were convinced it was the right fit - a partnership. It meant that, rest assured:

- Our franchisees can be looked after 24/7 through the use of the app, instead of sporadic support throughout the year.
- All data collated in the Everymind questionnaires and polling is anonymous which creates a confidential space for our franchisees, but also helps us understand our employees’ needs.
- Employees would be supported throughout the year through our four tailored webinars and regular comms through the roadmap.

This data is then tracked and analysed on the Everymind dashboard to understand our employees’ needs and how to better help them. A core value of ours is learning and understanding our customers, and we noticed the same about Everymind at Work. During our initial conversations with David, I never felt like we were pressured into signing up. I really liked what they could offer us; the approach aligns with our business and the modern structure in dealing with mental health in the workplace. We knew we didn’t want to just be able to respond to a crisis; we are happy to be a shoulder to cry on, but we wanted to do something deeper and proactive - which is what we found with Everymind at Work”.

Results

Franchisees of Holiday Franchise attended a launch webinar with the team at Everymind at Work to understand how the app works. “Jess and Paul’s sessions were brilliant and the response we had was outstanding. More employees have been opening up and talking with us. We know people were nervous to attend but the anonymity gives people comfort in joining. We were open with the team and shared our own struggles with mental health, to lead by example. We wanted to show it is ok not to be ok and we don’t always have to wear a mask; the feedback we got from this was amazing and took us by surprise. So many others came to me wishing to share their story. We have great relationships with our franchisees and this has really fostered them”.



Key Takeaways

Holiday Franchise understand in order to act as an ambassador for mental health at work, they need to be transparent. “We now know we need to share our journeys too and Everymind at Work has opened our eyes in challenging the stigma. It has been a huge culture change for us but in the most positive way. If anyone is thinking about signing up, do it. Whilst COVID-19 had so many negatives, it has given us the opportunity to do something we should have done, months, maybe years ago.

What’s Next For The Partnership?

“We know mental health is really important and the partnership has encouraged us to do more and develop our company culture; we want to inject fun and downtime in the workplace. Mental health isn’t just about meditation, so we are looking to do more with the Everymind at Work team for our business that promotes healthy minds”.