

# Case Study



## Identity

When Cheryl Earle joined ITC as Head of Human Resources, she noticed the organisation offered a lot surrounding mental health, however, felt they lacked strategic support. However, Cheryl knew additional support was key for productivity, culture and employee wellbeing for the business. As someone with her own experiences, she sought out a way to discover how employees were feeling. “There was a lack of HR within our business, which left us with a huge void; particularly in mental health. Despite this absence, I was surprised to see how forthcoming a lot of our employees were about their wellbeing. We have a young workforce which probably helps and has ebbed a lot of the stigma. Six months into my time at ITC, COVID-19 hit which enhanced the issues we were facing more so”.

## Discovery

“We offer a lot in the mental health space within our workplace, but when I discovered Everymind at Work through social media, I was really sold by the roadmap and the Wellbeing Calendar that supports workplace mental health. This means we’re able to:

- Ask our employees what support they require when they’re struggling.
- Support HR’s workload so that we don’t miss out on important mental health days throughout the year that are crucial to our employees.
- Develop strong relationships and get the conversation moving across the business to support one another.

We’re strong believers in building relationships with one another but never forcing anything on our employees; we like to give them autonomy, which makes Everymind at Work great for us”.

Cheryl Earle  
Head of Human Resources



## Struggle

As some employees began to open up, Cheryl discovered that many employees were suffering in silence which meant they didn’t know how they could be supported. “We had one employee who was really honest about how they were feeling, she has been suffering from chronic depression for years. When I came into the business and spoke with her, I discovered she was clinically diagnosed when she was a teenager, which nobody at work knew about. It was apparent to me we didn’t have the right support to help those in need navigate better”.

## Results

“We had our launch webinar with Paul, the founder, and many employees reported back expressing how much of an amazing speaker he is. This displayed his level of strength. The topic of mental health is very sensitive and I am really pleased it was so well received.

The owners were sold on the structure it gave our wellbeing strategy; I no longer have to worry about missing Mental Health Awareness Week or sending comms unprepared that prompt our employees to talk more”.



### Key Takeaways

“The employees of ours who struggle internally have found Everymind at Work really helpful and have begun journaling and talking candidly which is really great to see. We know this alleviates the worry employees might be facing when emails pop up or Slack messages ping. One of our employees has even had a one-to-one session with Jess who gave her journaling prompts following Mental Health Awareness Week, which was incredibly beneficial to her. We know some people find it hard to talk but for her to be able to speak with Jess - as someone she doesn't know - is absolutely amazing. We love the humanistic approach from the team at Everymind at Work, we know and understand this isn't a corporate approach to wellbeing, it's tailored to your business”.

## What's Next For The Partnership?

“We're going to be doing some resilience workshops with Everymind at Work which was really well received by a lot of our employees. A lot of our staff in tech roles were really keen to join which is great (perhaps even a surprise!) for us to see”.