

Tips To Create

An Impactful Wellbeing Champion Network

When it comes to creating a wellbeing champion network within your organisation, you may not know where to start. That's why we have created this poster to provide you with some top tips for forming an impactful wellbeing champion network.



How To Form A Wellbeing Network

1. Establish roles within the network and define a clear vision and mission
2. Form the network using passionate individuals with a real desire to support the wellbeing of others
3. Recruit people from different levels of seniority, role types and departments to ensure wide representation



The Importance Of Branding

1. Brand your network to increase visibility across the organisation. This could include a logo, email banners, newsletters or marketing posters
2. Identify what you want to communicate, how you will do it, who will do it and how often
3. Think about how the branding is aligned to company values, visions and products or services



What HR Can Do To Empower The Network

1. Provide support and proactively drive the agenda of the network
2. Make the connections from a people strategy perspective and ensure alignment to wider people initiatives
3. Support with feedback and measuring success from an engagement point of view, such as through surveys and pulse checks
4. Connect the network with senior leadership to increase brand awareness



How To Engage 'Hard To Reach' Employees

1. Engage champions from hard-to-reach areas of the business and seek their feedback about the best way to reach their people
2. Hold events for awareness days and ensure they are planned effectively, so employees are able to attend
3. Get buy-in from senior leadership and encourage them to promote activities, attend themselves and share any personal stories



The Power Of Storytelling

1. Advocate for creating a culture of openness where employees feel comfortable talking about their mental health
2. Encourage vulnerability from senior leadership as it promotes psychological safety and encourages a willingness to share more openly
3. Hold awareness days or events so the network has opportunities to share personal stories



When To Start

1. Know that there may never be a 'right time', so just go for it!
2. Provide training opportunities for champions to help them feel confident in their roles. [The Everymind at Work Champions course](#) is a great place to start
3. Remember, you don't have to be an expert to talk about mental health



Supporting Your Network

1. Encourage regular check-ins between the champions to discuss any challenges they are facing and any highlights they have experienced
2. Provide a means for champions to debrief after difficult conversations and have emotional support if needed
3. Provide ongoing development opportunities such as further mental health training