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Creating Good Days at Work with Robertson Cooper

Wellbeing Solutions Guide



Workplace mental health and wellbeing is an intricate, multi-stranded issue to untangle – let's untangle it together.

What do you get if you combine over two decades of experience and some of the brightest, most pioneering minds in the field with a unique, evidence-based approach to mental health and wellbeing?
Some seriously Good Days at Work!

At Robertson Cooper, we believe that by addressing workplace wellbeing holistically, strategically and with scientific rigour, organisations can unlock the full potential of their workforces. As a result, we're trusted by some of the world's biggest brands to **build global wellbeing strategies, measure the wellbeing of their employees, and deliver dynamic training solutions.**

"The relationship with Robertson Cooper has been great. Without them we would never have achieved what we have achieved so far. They have been a true partner. Understanding our needs and navigating our organisation is not easy but they have done it with real professionalism, flexibility, grace and patience."

- PHILIP CHIN, President Europe, Publicis Groupe

**SPOTLIGHT**

A good wellbeing strategy identifies and tracks the levers that will create the most impact for your organisation, uncovering all the options; it looks long-term, creates the vision and drives purposeful action.

THE DETAIL

Good employee wellbeing is all about a good working culture, and it takes an effective wellbeing strategy to make **positive and sustainable cultural shifts**. Without a good strategy, money can be wasted on misguided gimmicks or ill-informed initiatives and employees may not get what they really need.

Our team of workplace wellbeing specialists and our portfolio of insightful tools support our clients to get truly strategic. We can fully manage the whole process of a strategy build or just support your team in specific areas that need some extra hands:

- Set out your **vision and goals** for wellbeing with one unifying and engaging message via our tried and tested '**vision setting**' workshop. Working with your key stakeholders and leaders, we engage your business in what a Good Day at Work looks like for all, connecting it with your business drivers and setting out performance targets.
- Use a data driven approach to understand your baseline and exactly what is helping or hindering workplace wellbeing with our suite of insightful measurement tools, such as our **wellbeing survey**, the totally unique **Wellbeing Scorecard** and our innovative **leadership profiling**.
- Get ready to launch by setting out your next steps with our well-established '**strategic action planning**' sessions, ensuring all stakeholders are involved and behind the next phase for wellbeing in your business.





SPOTLIGHT

Our measurement platform delivers rich wellbeing data, enabling you to ‘join the dots’ and understand the cultural role of mental health and wellbeing in your workplace. Most importantly, we follow the line through to the business level outcomes that matter to you – performance, absence, employer brand and more.

THE DETAIL

Our **wellbeing survey** takes you beyond just ‘data’ and far beyond an index score with generic action plans. It is also not ‘just a survey’ as there is something in it for everyone – every employee instantly gets their own report offering personal wellbeing tips – a complete shift from the traditional survey and an excellent way to **combat survey fatigue** and set out the importance of personal responsibility when it comes to wellbeing.

Through the multilingual **Good Day at Work platform**, our aim is to help you understand how all aspects of your culture impacts employee wellbeing and identify exactly where your people are at – freeing you to **strategically target your approach** and focus your budget effectively... and in the process, actually deliver results!

- Get the full view of the levels of employee mental health and wellbeing, and **what is driving those levels** within the work environment.
- Easily and quickly identify your priority areas for **focused, purposeful actions** to make real, impactful change happen around employee wellbeing.
- Instant **personal reports** that drive individual action and are tailored for your organisation so you can signpost to the existing support you have available.
- **Team reports** for your managers to direct local nuanced action.
- Check in on progress with our unique **pulse survey** so you can keep track of how many Good Days at Work your employees are having.





SPOTLIGHT

Through fun and interactive training delivered on or offline, our wellbeing experts take the big, complicated topic of workplace mental health and wellbeing and make it personal, practical and purposeful.

THE DETAIL

Whether you are looking to provide training for all your employees to develop techniques that will equip them to support their own mental health and wellbeing, your managers to be able to manage with wellbeing in mind, or for your teams to be united in how they achieve good wellbeing – we have a training session to fit the bill. [View a full list of our training courses.](#)

All our training sessions are grounded in the application of many decades of research about what makes a Good Day at Work, and include [personal reports](#) for every delegate – an acknowledgement that everyone is different when it comes to wellbeing.

- Our '[all employee](#)' suite of workshops offer everyone, whoever they are, the opportunity to take control of their own wellbeing by learning how to manage their energy, build their resilience and stay ahead of stress and burnout.
- For [managers](#), we have a suite of workshops that support them in having good wellbeing conversations, understanding their impact on their team's wellbeing and building team resilience.
- Our [team](#) workshops are a true team endeavour, designed to unite and align the team so they can all work together to overcome high pressure and stay well together.
- For [senior leaders](#), our workshops tune into the key role they play in setting the wellbeing culture, ensuring they understand their role and can be part of setting up your business for more Good Days at Work.



**SPOTLIGHT**

Your Wellbeing Champion network needs careful thought and design to ensure it has longevity and delivers results – we can be there every step of the way.

THE DETAIL

Your Wellbeing Champions are your eyes and ears, they're out on the ground activating your wellbeing strategy and making sure it truly lives – these guys are banging the wellbeing drum and speaking to those hard to reach populations that often don't, or can't engage. We can support your business in all aspects of creating an effective network of Wellbeing Champions:

- Support in **setting up the network** – recruiting the Champions, setting out the role definition, and importantly, designing how the network will govern itself as time progresses.
- Our **activation programme** gives a full day of learning to get your network of Champions off the ground and ready to go. It provides clear guidance about what the role is and is not, ensures your Champions are behind your strategy, that they know how to create a good health campaign, and can confidently have those all important wellbeing conversations.
- Our **ongoing support** keeps their engagement and enthusiasm alive, delivering them new wellbeing topics, new tools and continually updating their knowledge and expertise on crucial aspects of workplace wellbeing.

Wherever you are with your Wellbeing Champion network, we have the experience and expertise to deliver results.





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If you'd like to explore further how any of our solutions could support your approach to mental health and wellbeing, please do **get in touch** to arrange an informal chat.

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