

Wellbeing: Creating the right conditions for positive change

Often cultural change requires a level of discomfort before new habits are formed.

'Busyness' had become a badge of honour at this large financial services organisation.

We'd successfully run an introductory staff wellbeing campaign, which helped employees to see that wellbeing activities were an acceptable part of their working day. However, we noticed that when we stopped offering organised activities, people stopped taking time to look after themselves.

We hadn't changed people's beliefs enough to sustain a change in behaviour, and therefore culture.

The awakening

I wanted to create a feeling of discomfort; for people to realise that we couldn't keep working in this way. We were each making daily choices that put our own physical and mental health at risk.

I'd heard an employee (pictured), recite her own poem on this topic, so I approached her about creating an ad-style film. We filmed her in her own home (pre-Covid) reciting the poem in her own way. The result was a compelling, peer-to-peer message about why we shouldn't ignore the warning signs.

Myth busting

As well as using the film at every opportunity to prompt conversation among colleagues, we also tackled the myth that working more achieves more. In particular, with a live webinar discussion among senior leaders who were passionate on the subject.

Results

As well as the outcomes below, most importantly the campaign started a much-needed conversation on wellbeing, paving the way for upcoming cultural change initiatives.



- Top 3 most watched film of the year
- More than 900 managers involved in the webinar conversation.
- 200+ suggestions on how to create space, such as blocking time in diaries, switching off devices, saying no more and prioritising better.



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I help organisations to adopt new communication techniques that improve overall effectiveness, allowing them to engage and influence the audiences that matter most.

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