

Yellowbrand®

CASE STUDY:

WORK AND WELL BEING



People leave jobs for the strangest of reasons

If you were in charge of absorbing impacts of absenteeism, presenteeism, engagement and attrition, wouldn't you like to manage that? Work and Well Being is a consultancy with a unique methodology that provides insights to workplace dissatisfactions, dis-ease and disconnect.

This rebrand addressed a confusing message about what measurement of dissatisfaction means to their customers. Defining its simple idea with the graph-marque helped to clear that up.

This idea is now obvious to those needing to know more about well being in the workplace.

- A rebrand to clarify purpose and scope.
- Ideas facilitation
- Visual brand development
- Activation and support.



Work&Well-Being
Measurement at work

Ongoing support for communications: product branding, marketing.



IMPLEMENT

Do you know how to deliver an effective programme?

You've decided that you want to implement a health and well-being programme for your employees but you're unsure how to go about it. Through our evidence-based processes we make sure the strategic direction and content support your business and your staff.

The larger choice of organisations that prefer solutions to employee health problems can benefit, but have:

- Less of the employee knowledge and insight needed to make it work
- Less of the time and resources to partner in implementation

Deliverables

We offer three types of approach to tackle these kinds of issues. You can choose and tailor these to suit all budgets. The approaches are:

1. The design of a comprehensive employee well-being framework and programme
2. Selection of service providers who offer you the best solutions for your needs
3. On-going management of your programmes to ensure you monitor progress and realise the benefits

Major benefits of most employee solutions is clear from our physical health, the workplace risk to mental health and more personal benefits to physical health.

AND MANAGE EMPLOYEES' HEALTH AND WELL-BEING

workandwellbeing.com

Mental Health MOT Checklist			
	PASS	FAIL	Comments
Engine indicators (stress, pressure, anxiety)		✓	
Engine balance (resilience, engagement, optimism)		✓	
Warning lights (burnout, absence, attrition)		✓	
Body structure (physical damage, musculoskeletal)	✓		
Fuel system (nutrition and hydration)	✓		

Employee Well-Being Masterclass

- OHS & HR professionals minimum 2 years' experience
- 4 day intensive study
- 3rd-6th February 2018, 9.30am-4.30pm
- Hosted at the business centre, member's club, Eight Bank, London EC1A 3BB
- Includes refreshments and lunch
- Access to the Masterclass online resources portal

Introducing a new 2-day training course to guide effective practice

An increasing number of companies are discovering the direct link between employee well-being and performance, and in turn the achievement of their business goals. Whilst the concept of employee well-being is rising up the list of HR agendas, there is very limited training available for HR managers to meet this need.

The new intensive Masterclass provides the first structured and comprehensive insight into employee well-being strategy and planning.

The Masterclass is designed for experienced HR professionals, health benefit experts, employee well-being specialists, OHS practitioners and other related health technicians.

About the course leader

Dr Bridget Juniper PhD MSc, Chartered Director of Work and Well-Being Ltd, is a Chartered Occupational Psychologist and a PhD in the management of employee well-being. She is a specialist member of the Psychology of Health and Well-Being working group for The British Psychological Society and continues her academic research at Cardiff University and Gloucestershire College, London.

For the last 10 years, Dr Juniper has worked with organisations to implement employee well-being strategies that deliver effective programmes.

How will the Masterclass benefit you?

- Develop your understanding of the primary well-being issues and their impact on performance
- Learn how to assess the well-being needs of your employees and track your programme accordingly
- Gain insight into the latest evidence-based strategies to structure and deliver interventions that get the results you want

OFFICIAL RESEARCH PROVIDER

For organisations who implement a quality programme of their company a research partner is highly desirable in the form of a research fellow. We're pleased to announce that Dr Juniper has been awarded a research fellowship from the British Psychological Society for her research in this area.

Work & Well-Being

workandwellbeing.com



NIC COWPER

01243 200062

HELLO@YELLOWBRAND.CO.UK

SKYPE: YELLOBRAND

YELLOWBRAND.CO.UK

© YELLOWBRAND LTD.

YELLOWBRAND® IS A REGISTERED TRADEMARK OF YELLOWBRAND LTD. NO 2583356
REGISTERED IN ENGLAND AND WALES NO. 7436089
REGISTERED OFFICE: 4 SPUR ROAD, PORTSMOUTH PO6 3EB