



How to create a culture that nurtures employees' wellbeing

Author: [Annabel Dunstan](#) Date: [16 March 2023](#)

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**Take care of your employees and
they'll take care of your business.
It's as simple as that.**

Richard Branson, Founder Virgin Group

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Let's start with the Nescafe study, which surveyed xx builders across the UK. The study found that xx% of builders believe taking regular coffee breaks is essential to their job, and xx% take at least one coffee break per day. The reasons builders cited for taking coffee breaks were varied...

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To take a break from physical work and recharge
To socialise with colleagues and build relationships
To boost energy and focus

The study also found that taking coffee breaks can have positive effects on builders' mental health and job satisfaction.

For example, xx% of builders said taking a coffee break helps them feel less stressed, and xx% said it helps them feel more motivated and productive.

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- 1. Prioritise breaks and rest.**
- 2. Foster a sense of community.**
- 3. Provide resources for mental health and stress management.**
- 4. Lead by example.**
- 5. Communicate the importance of well-being.**

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6. Offer opportunities for skill-building and career development.
7. Encourage physical activity.
8. Provide healthy food options.
9. Establish clear boundaries around work hours and communication.
10. Recognise and reward good work.

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Assessing Your Current Work Culture

Objective: To provide a framework for you to assess your current work culture and identify areas for improvement.

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Defining Your Ideal Work Culture

Objective: To guide you in defining your ideal work culture, taking into account your company values and the needs of your employees.

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Communicating Your Vision and Values

Objective: To emphasize the importance of clear communication of the company's vision and values in creating a positive work culture.

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Empowering Your Team

Objective: To discuss the importance of empowering employees to make decisions and take ownership of their work, fostering a sense of autonomy and responsibility.

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Encouraging Collaboration and Feedback

Objective: To emphasize the importance of fostering a collaborative work environment, where feedback is encouraged and appreciated.

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Investing in Employee Well-Being

Objective: To discuss the benefits of investing in employee well-being, including physical, mental, and emotional health.

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Creating Opportunities for Growth

Objective: To discuss the importance of creating opportunities for growth and development, including training, mentorship, and advancement.

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Building a Positive Work Culture is a Journey

Objective: To encourage SME leaders to view building a positive work culture as an ongoing journey, where continuous improvement is essential for success.

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"Culture eats strategy for breakfast."

Peter Drucker, Management Consultant, Educator & Author

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Why Q&R?

- We ask good questions
- We listen better to your people, clients, stakeholders and/or members
- We identify information gaps
- We measure what matters
- We create benchmarks to track what works best
- We love doing what we do

Who are we?

- Founder with over 25 years communications and research experience
- Former MD of Top 30 PR Week League PR consultancy 3 Monkeys Communications
- Co-author of The People Business (published by Kogan Page)
- Members of Marketing Research Society
- Members of PRCA Reputation Group and Co chair Employee Engagement
- Contributor to Insight for Professionals (on panel of HR experts)
- Partners with Pimento and The Alliance of Independent Agencies
- Judge for PR Week Awards, PRCA & ICCO Awards, Employee Experience Awards

In good company: employee experience

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Imperial College
London

LNER

ual: university
of the arts
london
london college
of fashion



Landor



In good company: stakeholder engagement



In good company: client satisfaction



In good company: membership experience



Who we are



Annabel
Founder & CEO

Interested in the elephant in the room.



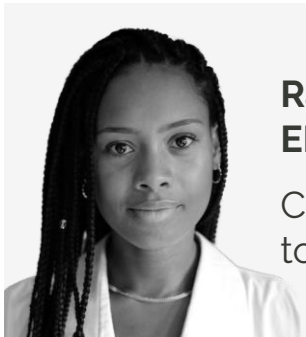
Nicki
Business Manager

Organisation personified.



Bonamy
Insight and Analysis

Fanatical about numbers.



Rachel
EDI Consultant

Curious and eager to find the answers.



Amy
Virtual Assistant

A completer finisher multi-tasker.



Jeremy
Software & IT

Software guru.

Who we are



Dave
Software & IT

Self styled
'mediatrician'.



Sarah
Design

Our 'can do'
designer.



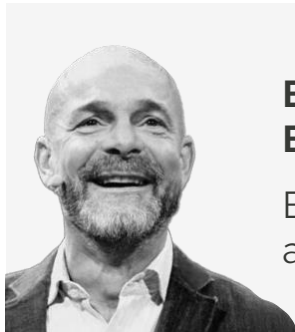
Julian
Finance

Sage and
trusted counsel.



Ian
Board Advisor

Keeps us on the
straight and narrow.



BJ Cunningham
Board Advisor

Brand guru and
advisor to the biz.

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Thank you

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