

Profile

Industry: Communications

Headcount: 8,000 globally

Launch date: May 2020

Workplace of Tomorrow

Designed for leaders by Unmind experts.

Empowering leaders to:

- Normalise conversations around mental health
- Master the art of self care
- Coach workmates to flourish
- Unlock performance cultures of tomorrow

↑ 33%

Following the course, users reported a 33% increase in the ability to spot a colleague struggling with mental health and to initiate supportive conversations

Unmind × **mediacom**

'PEOPLE FIRST, BETTER RESULTS'. HOW MEDIACOM HARNESSES ITS ETHOS TO SHAPE WELLBEING STRATEGY

The background

MediaCom is a global giant in media comms. With 8,000 staff spread across 100+ countries, the company client list boasts the likes of Adidas, Coca-Cola, Uber and Sony.

Since 2017, MediaCom has been on what DEI business partner, Avelon Thompson, describes as "a mental health journey."

This has included: "Implementing mental health allies, working to destigmatise conversations around mental health, and ensuring that it was an open conversation – where various people, at various levels, could share their own personal mental health stories."

From the newest recruits to the senior leadership team, Avelon wanted mental wellbeing to be everyone's business.

The challenge

With a working environment that's busy and results-driven by design, a merger (with Essence, to form EssenceMediacom) coming into view, and what feels like perma-crisis in the outside world, the scale of the task is as vast as it is real.

86%

managers reported an increase in knowledge

100%

managers found the course helpful

96%

reported an increase in confidence

"We are really focused on how we continue to pro-actively support our people during a challenging time and equip line managers with the confidence to have conversations around mental health," says Avelon.

This challenge is backed up by data, says Emily Howe – MediaCom's Global People Experience Coordinator: "We recently ran a Global Ally Survey of the 200+ champions we've got across the business, to better understand their experience and the feedback they're hearing from colleagues. Workplace stress was identified across the group as a key impacting factor on our people."

The solution

With the company ethos ('People First, Better Results') front of mind, in July 2022 MediaCom rolled out early access to the 'Workplace of Tomorrow' – the flagship course from Unmind Managers. Available on-demand and ever-evolving, our nano content fits around busy schedules, helping leaders build the confidence and skills they need to nurture psychologically safe, high-performing cultures.

The ambition was clear. Managers need to be primed to meet the moment.

"The number one thing our allies have said would support them as wellbeing champions is more training for managers and senior leaders," says Emily. "We're looking to establish an equitable standard of mental health understanding for our managers across the global network."

"It taught me how to have conversations with people, how to listen, and how you don't have to be afraid of leaning into a conversation with someone about their mental health."

Avelon Thompson, DEI Business Partner

The results

Scalable learning

"I think it was really important, because mental health is really a priority for everybody," Avelon says of the rollout. "It means you can train managers at scale, who can then recognise signs of mental ill-health, have open conversations, check in with their teams and not only delve into work conversations. "They can ask, 'Are you okay? Are you really okay?'"

Seamless next step

"We had a partnership with Unmind already," says Avelon, "and everyone has access to the Unmind app, so it seemed like a brilliant next step to open those line managers' ears and minds, as to how to support their teams."

Online, on-demand

"They can do it live or they can do it on-demand," adds Emily, "And they also like the idea of doing online training, and the fact that it's bitesize."

Easy to digest

"I had mental health training in the past", admits Avelon, "but this was very digestible, and I really enjoyed the videos in particular."

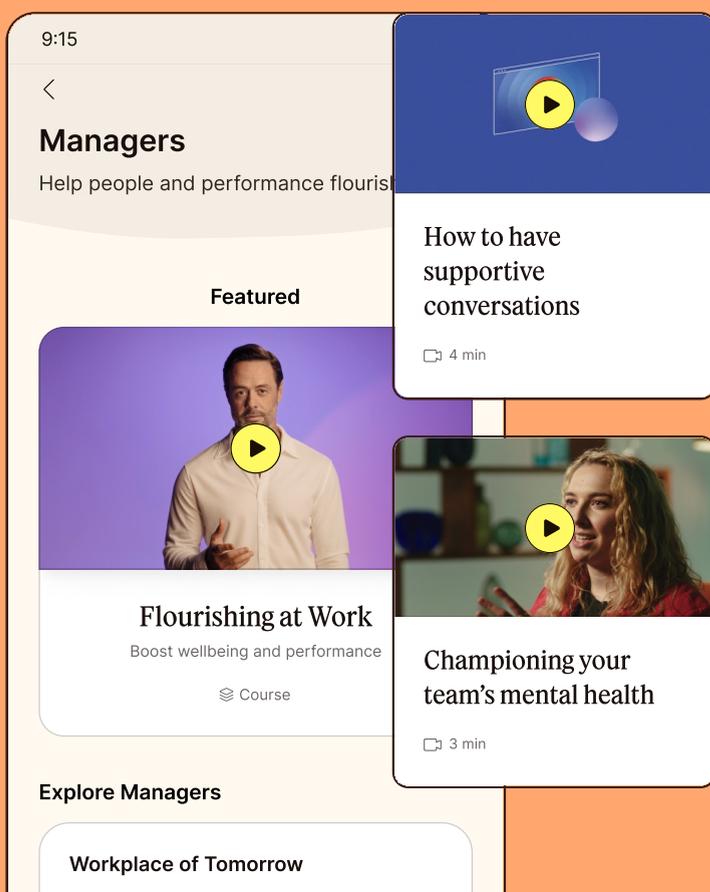
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Global insights

Emily: "I really enjoyed it from a global lens. Very often, content is geared toward the UK or US, so it was impactful to see the global stats."

"We find that sometimes when people try to open up to managers there can be a seeming lack of openness – this is almost always simply because managers don't want to say the wrong thing and don't feel fully equipped with the knowledge to support colleague wellbeing."

"The training content was incredibly clear, straightforward and reassuring, giving managers the confidence to have conversations about mental health."



WANT TO LEARN MORE ABOUT THE WORKPLACE OF TOMORROW?

Oxford Instruments is one of many companies, including The John Lewis Partnership, Uber, and British Airways, that is using Unmind to drive cultural change at their organisation.

Find out more – book a chat with an Unminder today.

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