

Workplace Wellbeing for Mind



What was the context?

Mind engaged with Deloitte around their Workplace Wellbeing offer, which consists of services to help corporates maintain good standards of mental wellbeing and identify and support those in need of greater mental health support.

Mind have a market-leading brand: there were significant opportunities in this space to grow income to reinvest into the charity's core services.

A project was therefore scoped for Mind's Workplace Wellbeing go-to-market strategy.

What did we do?

We undertook a series of interviews to understand the Mind team's capabilities as well as corporate demand for workplace wellbeing services.

These revealed that a key pain point for corporates was in understanding what best practice looked like, and whether their existing services for workplace wellbeing were comprehensive and impactful.

Our proposal of a Mind Top 100 Index for Workplace Wellbeing would allow Mind to survey companies and reveal the answers to these questions as well as raise the profile of best practice employers and mental health within corporates more generally.

Finally, Mind could help companies to improve on their areas of development by providing its existing Workplace Wellbeing training and consultancy products.

What was the impact?

Mind have taken on our recommendation to create a Mind Workplace Wellbeing Index.

The Mind Board have approved the business case for investment created by Deloitte.

The Index is likely to be released in the next financial year.

Why did it matter?

Mind's vision for Workplace Wellbeing was to achieve its charitable objectives whilst ensuring financial stability and decreasing reliance on fundraising: we hope that the Workplace Wellbeing Index will be a key part of achieving this vision

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