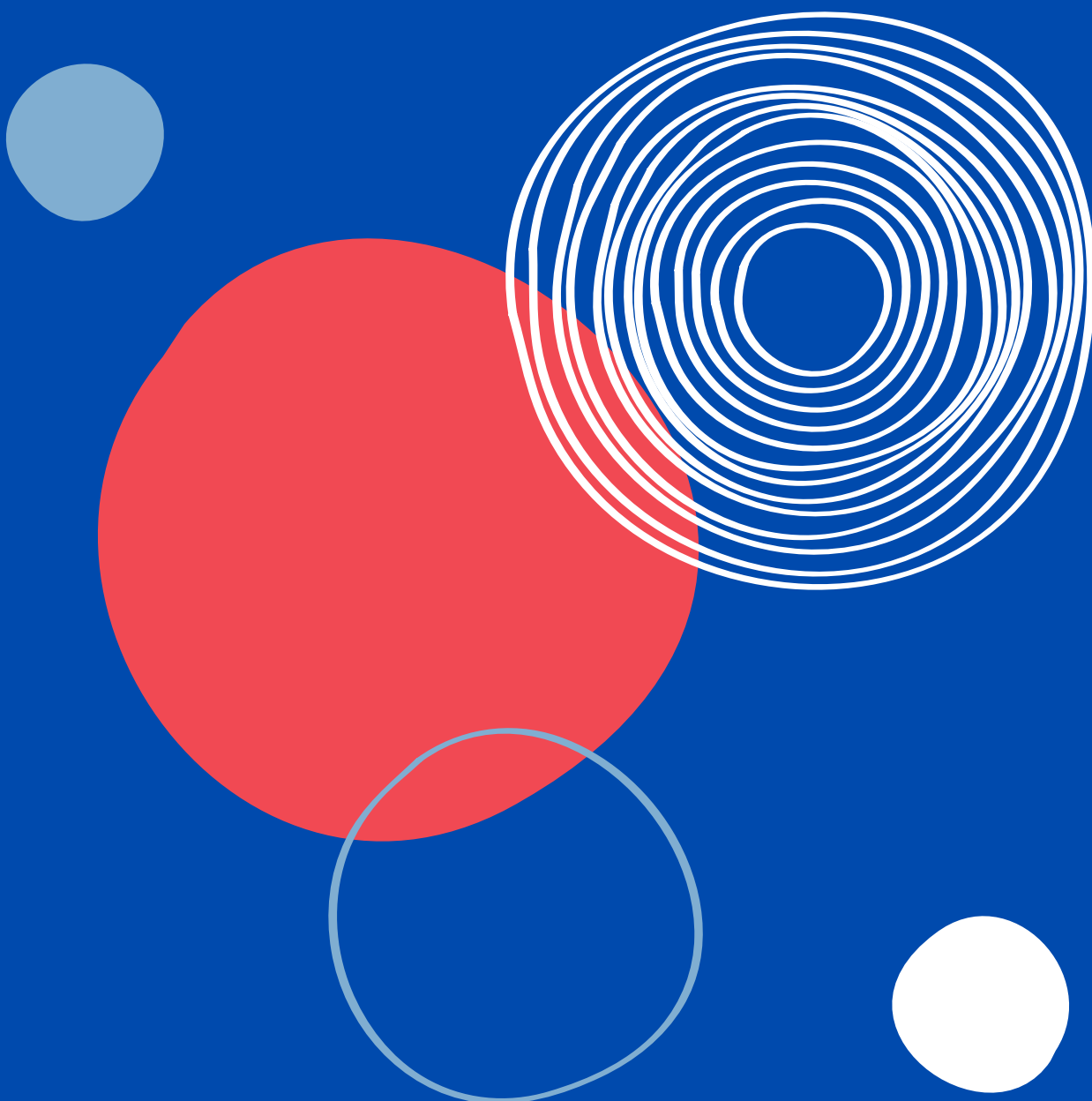


# A Culture of Health and Happiness at Admiral Insurance Canada



# Happy and Healthy Employees are the Backbone of Great Organizations

Mental health is something we all possess. When it is good, we have a sense of purpose and direction and feel that we can cope with whatever life (and work) throws at us. But just as our physical health fluctuates, so too our mental health goes through ups and downs. Raising awareness of potential mental health issues in the workplace is part of fostering an inclusive workplace, where people feel able to bring their whole selves to work.

As leaders look to improve their workplace, it's important to have employee mental wellness be part of the conversation. How employees feel directly impacts their contribution in the workplace. Not only is a negative work environment bad for employee morale, it'll cost you financially. In fact, CAMH (Centre for Addiction and Mental Health) estimates that the economic burden of mental illness in Canada is \$51 billion with loss of productivity accounting for \$6.3 billion. Absenteeism, decreased productivity and increased healthcare expenses are just a few of the ways mental health problems can cost employers. Of course, providing a great place to work is important for more than just the bottom line.

Mental wellness is impacted by both, biological and environmental factors. As an employer, there's not a whole lot you can do about the biological aspects, but you can help in the work environment by setting realistic objectives for your team, keeping the late-night emails and 80-hour work weeks to a minimum for a start. Sure, in a fast-moving company when you're on the grind, time tends to get lost. When the stakes are high, burning the midnight oil is par for the course. That said, ensure you're giving your team a chance to catch their breath to prevent burnout.

One of the most difficult aspects in promoting employee mental wellness is that it looks so different in each person. Some employees who are silently battling hard times might smile the most. While it's impossible to expect leaders to be mental health professionals, they can do their best to make employees aware of the resources that are available to them. Many health benefits, for example, have affordable options for employees to take advantage of. Don't wait for the opportunity arise, be sure to remind employees that these options exist.

# Mental Wellness is an Ongoing Pursuit

Our mental health can have a big impact on the way we work. With one in five Canadians affected by a mental illness, the economic impact in Canada is estimated at \$51 billion. Statistics like these prove there's a real need to foster mental health in your workplace, both for your business and the personal well-being of your employees.

With 30 years of research under our belt, we've been studying what it takes to be a great place to work for decades. When it comes to mental wellness, the best workplaces put employee well-being at the forefront. They know that building a healthy company for their customers starts with building a healthy company from within.

Admiral Insurance Canada, a Great Place to Work Certified organization is a shining example when it comes to championing mental wellness in the workplace. Their steadfast commitment and continuous support in improving employee well-being has earned them a spot on the Best Workplaces for Mental Wellness list many times.

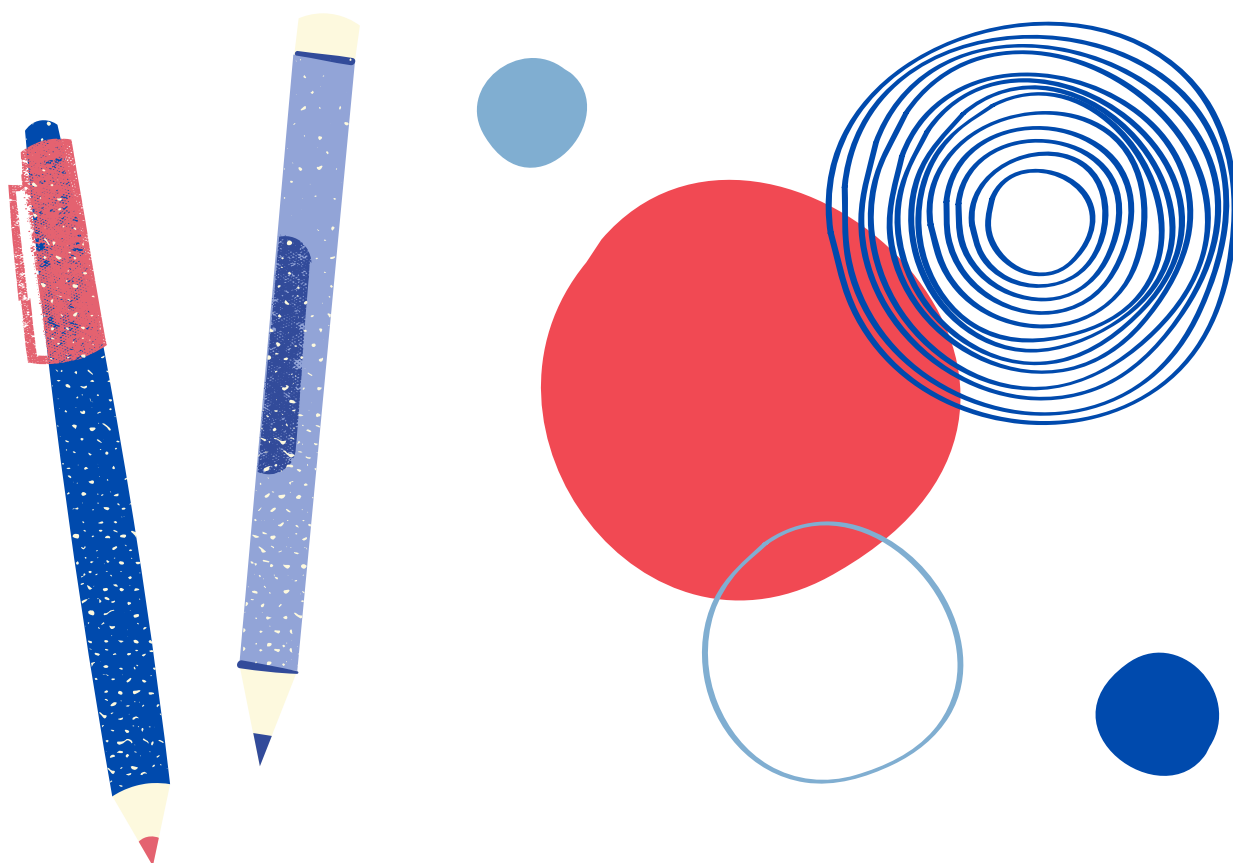


# People Who Like What They Do, Do It Better

Based out of Cardiff, Wales, Admiral Group PLC is an insurance and financial services firm operating subsidiaries in eight countries, including domestically in the United Kingdom under their flagship brand Admiral and its sister companies Diamond, Bell, and Elephant. Together, they insure over 5 million Britons.

Admiral Group's lone Canadian office in Halifax, Nova Scotia employs 465 of the company's roughly 11,000 global work-force. The contact centre in the city's picturesque Northwest Arm, supports approximately 30% of Admiral's UK insurance business via the sale and renewal of both car and home insurance policies.

One of the principle philosophies at Admiral is "People who like what they do, do it better" which is reflected in the organization's employee benefits package, perks and programs, and vacation allocation which places a focus on ensuring work/life balance for all staff. This focus has earned the Halifax office multiple employer of choice awards, at both the national and provincial levels, since its launch in 2007.





# Good Employees Are Worth Investing In

Admiral Insurance Canada knows that good employees are worth investing in; they take care of their team. After all, happy and healthy employees are productive employees. Here are 7 ways the organization is improving mental wellness in the workplace, while driving increased business performance.

## 1. Celebrate Achievements

Showing appreciation for your employees' hard work can help create a culture of stronger engagement, motivation and job satisfaction. By focusing on their strengths and accomplishments, you'll encourage them to maintain or increase their job performance.

Praise and recognition can also help those with low job performance rise to the occasion, because you're focusing on what they're doing right more than what they're doing wrong. Leadership at Admiral Insurance Canada are mindful of life inside and outside of work and provide plenty of opportunity for recognition, socialization and time away from work.

## 2. Recognize and Address the Signs of Burnout

Job burnout shouldn't be taken lightly and can lead to physical health problems and depression. In addition to reducing workload, you can combat burnout by offering staff ad-hoc work flexibility, such as working from home occasionally or taking a few paid personal days.

Admiral Insurance Canada works hard to create a culture that values mental health needs and provides support without stigma. Beyond creating a receptive culture, employers also need to engage and educate supervising managers so they can understand mental health risk factors among employees. Supervisors are often the first link toward fostering a mentally healthy workplace, so they need to understand and promote the full range of resources and tools their companies provide to treat and care for employees with mental health conditions.

Management at Admiral Insurance Canada is given ample mental wellness training and resources to be better informed on noticing signs and symptoms of reduced mental wellness and how best to support those individuals.

# Mental Wellness Goes Hand-In-Hand With Physical Health

## 3. Promote Break Time

One of the biggest secrets of productivity is the refuelling principle. Whether it's a vacation or a 10-minute break, studies show that performance increases after stepping back to recharge the brain and body.

Encourage employees to make a habit of taking a walk or getting fresh air when they're overwhelmed. Exercise is an excellent remedy for feeling overwhelmed and suffering from stress. A change of scenery can also help produce fresh ideas and lead to efficient problem solving, further reducing stress. Recognizing that there's no one size fits all approach to mental wellness, Admiral Insurance Canada employees are supported with multiple initiatives designed to advance mental wellness.



# Creating An Environment of Open Communication

## 4. Communicate

There's nothing worse than being kept in the dark. Keeping employees up to date regarding changes, expectations and their own performance keeps them on track and reduces feelings of stress and anxiety.

The more you converse with your employees, the more likely they are to share concerns, ideas and thoughts, resulting in stronger working relationships and a healthier overall company culture. At Admiral Insurance Canada, employees are involved in the selection and design of specific well-being programs to create a sense of ownership and reflect and reinforce a supportive culture.





# Raising The Engagement Stakes

## 5. Keep Them Challenged

Doing the same thing every day can hinder employee motivation and engagement. Create stretch assignments for those in need of a challenge. Along with boosting engagement, it will harness and cultivate talent through continuous learning, helping you nurture and retain strong employees.

This is something that leadership at Admiral Insurance Canada are particularly cognizant of. Routine is good for us but so is being challenged. The organization continuously strives to raise the bar on employee engagement.





# Taking Action

## 6. Pay it Forward

Paying it forward in the workplace pays dividends in terms of enhanced employee performance and engagement. This fact often remains the most overlooked and underreported, but the reverse should be true.

Philanthropy is an important thread that runs throughout Admiral Insurance Canada and strongly contributes to their employee wellness by enabling everyone to work towards a shared goal and see how their organization impacts the wider community.

## 7. Take Action

By measuring employee mood and employee happiness, you will be able to take a pulse on what's going on in the office and gauge how everyone is feeling. It's a tool for managers in the workplace who are DOERS, to help start conversations and make changes. To create awareness around mental health in the workplace. It could help you avoid the snowball effect of workplace issues. These issues lead to stress and even more serious mental health issues, such as depression or order disorders, which obviously have a negative impact on us.

Measuring allows you to look at how the mood is trending over a period of time. As mood trends downward, you can take action to change what makes employees press the red button. Crosscheck with productivity, revenue, sick-days... Engaged employees bring increased productivity and job performance.

Lastly, measuring sends the message to your teams that you're making mental wellbeing a company value. That you're listening and there to support them.



Taking a pulse on how employees are feeling is a top priority at Admiral Insurance Canada. Hearing first-hand what employees want and need is of utmost importance to the organization. They use the Great Place to Work Trust Index Survey to assess their existing workplace culture as it relates to employee well-being.

# Feeling Good at Work Drives Business Performance

Good mental health enables us to thrive. As individuals we understand this and now business leaders, too, are increasingly acknowledging the importance of wellbeing in the workplace. At Admiral Insurance Canada, they recognize that a culture of well-being needs to be nourished and maintained. It's not so much an 'initiative' but rather a change in how work is conducted.

A job is so much more than a paycheck; it's a place people go to improve their skill set, contribute to the greater good, and collaborate with other awesome people.



The bottom line is that workplace happiness and mental wellness truly matters to your employees and the long-term health of your organization. Adopt the 7 simple steps outlined above to positively impact your organizational health.

## Let Us Support You

Great Place to Work can support you in your journey to becoming a mentally healthy workplace. Get in touch to find out more.

Did you know?...

It only takes 3 weeks to survey your employees with the Great Place to Work® Trust Index Survey.

Start your journey to a better workplace today.

