



Employee Engagement & Wellbeing Services

The importance of culture

Emerging from the pandemic, culture, values and engagement have never been more important. With an estimated 41% of the global workforce considering leaving their employer, the case for investing in your culture has never been more compelling, and the ROI from doing so never greater.

The CIPD estimate that organisations with top quartile engagement have 2.5 times greater revenue growth

Evidence has shown that a positive workplace culture has tangible correlations with:

- Increased employee retention
- Reduced levels of sickness absence
- Improved customer service
- Better company reputation
- Better business performance overall
- Improved ability to attract top talent

And that's not to mention the all-important link with bottom-line profitability - more on that below.

More so now that ever, we're seeing employees voting with their feet when they believe an alternative employer will offer them a better environment to thrive in. We're also seeing a rise in employees resorting to writing open letters to/about their employers and making these public via social media, causing serious reputational damage.

With this in mind, employers should be gauging their culture on a regular basis to ensure their employees are engaged, giving them an opportunity to identify and acknowledge any potential issues, deal with them and then communicate what has been done.

74% of people say workplace culture is more important to them than salary & benefits*

The cost of disengagement

A poor workplace culture tends to result in disengaged employees, and disengagement comes with a cost - equivalent to 34% of each disengaged employee's salary, according to Gallup. So by increasing engagement levels there is a significant opportunity to reduce this cost and increase bottom-line profitability.

In the UK it costs £3,000 to hire a new employee**

63%
of companies say retaining employees is harder than hiring them***

Post-pandemic research indicates the average engagement level is around just 36%. However, some of the top employers in the UK sustain levels of engagement at around 90%. These employers will invest heavily in their culture and are demonstrating that this investment pays off.

We are experts in creating award-winning cultures and our team has led employee engagement processes for the past 10 years across a range of sectors.

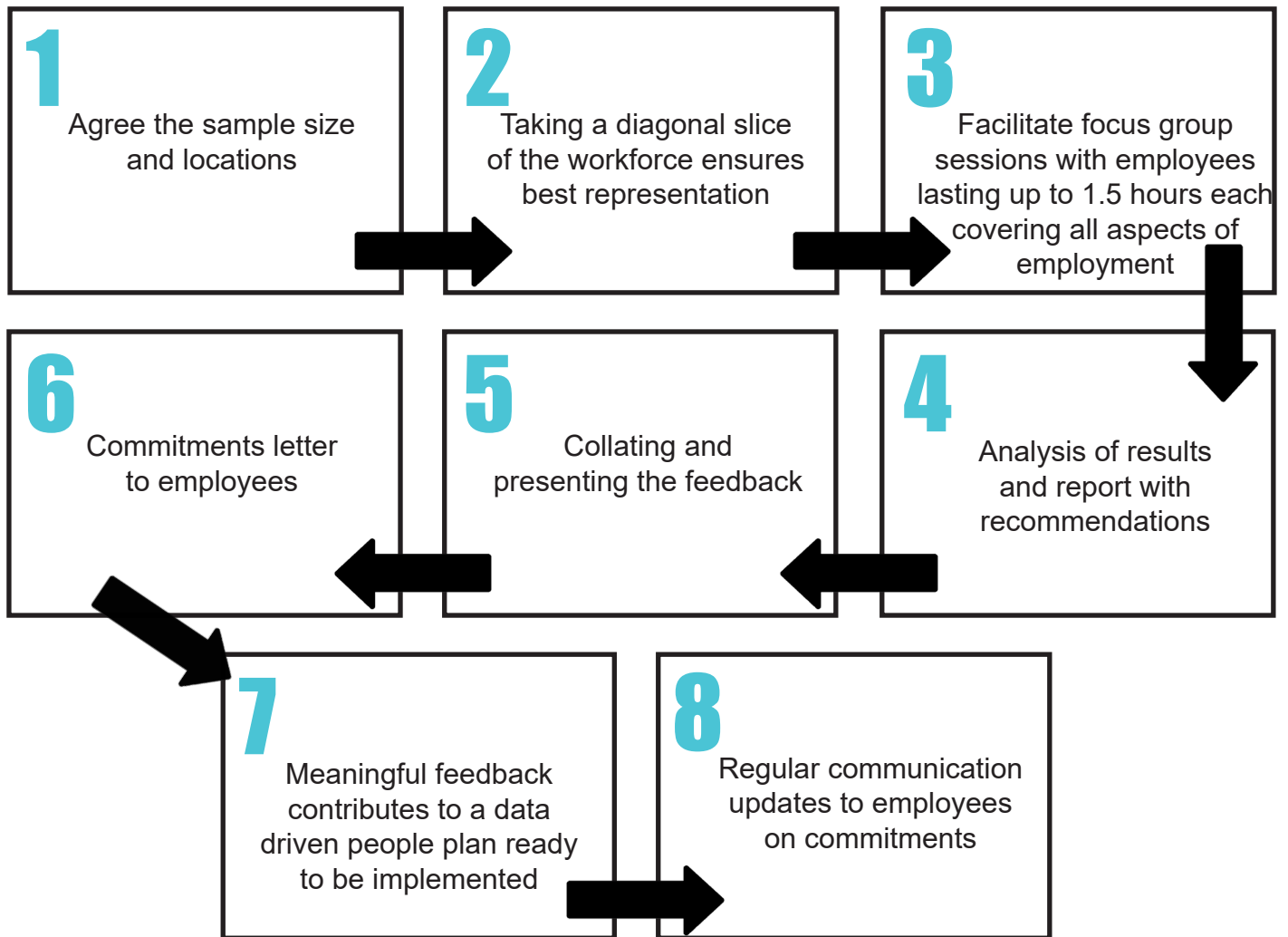
Whether it's independent focus groups to get real and meaningful feedback, or a specialist interim to work with you on a longer-term basis; we can tailor a solution that's right for your business and gets you to where you want to be.

* Hunter Adams survey

** www.glassdoor.co.uk

*** www.smarp.com

Our engagement process



Just some of the benefits of engagement sessions include:

- Improved engagement and motivation within the teams
- Significant reduction in staff turnover
- Improved communications
- Identification of challenges and actions to address these
- Increased staff 'buy-in' to the mission and both business and HR strategy
- A shared understanding of organisational culture
- It provides a gauge on where you are today which then helps you to get to where you want to be in the future, through a clearly defined plan
- A clearer understanding of where the company needs to invest to retain and engage their staff

67%
of employees
are disengaged
on average*

**25% of people
cite seeking a
better culture
as a reason for
moving jobs****

* Gallup

** LinkedIn - 'Inside the Mind of Today's Candidate'

Employee health & wellbeing

Recent months have highlighted the importance of mental health and wellbeing support and assistance for employees in the workplace.

Businesses now are becoming more interested in the 'whole' person, and they want to be doing more to support them.

In addition to our engagement experts, we are also deploying employee wellbeing advocates who can ultimately help you bring together all aspects of your existing support for employees (as well as suggesting new approaches) and to make this support more visible to them. We also look to engage everyone in your business, including line managers and employees in mental health and wellbeing awareness as part of their roles.

41%
**of organisations have
seen an increase
in reported mental
health problems over
the last 12 months***

Wellbeing interims

If your wellbeing strategy could use some attention, we recommend using one of our interim wellbeing consultants. They will review your current offering and work with you to improve this and plan your strategy for going forward.

A wellbeing consultant will support you to raise levels of understanding and engagement with employees and managers on how to increase and sustain levels of wellbeing, from a clear strategic action plan.

The wellbeing consultants we work with are uniquely skilled in both human resources and wellbeing in the workplace.

Examples of work they've done with our clients includes:

- Devising and implementing comprehensive wellbeing strategies which are in alignment with the people strategy
- Devising a programme of internal communications outlining in a clear way what support is available to employees
- Implementing a suite of wellbeing activities and initiatives which meet the needs of the business
- Devising forward-looking plans and next steps to enable clients to take their offering to the next level

Our wellbeing consultants are skilled in the following areas:

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|--|---|
| • Counselling and coaching | • Project and change management |
| • Functional leadership and capabilities | • Facilitation |
| • Training and development | • Management of large and diverse teams |
| • Communication and engagement | • Stakeholder relationship building at all levels |

ACAS reports mental ill-health, including stress, depression and anxiety, is thought to be responsible for 91 million lost working days each year, more than for any other illness. This equates to around £30 billion each year.

Client benefits

Professional services company

60%

reduction in
staff turnover

Energy industry

The creation of a
**data-led,
employee-owned**
People Strategy

FTSE 100 company



Helped put people at the top
of the management agenda

Marine company

Saved
£150,000

in staff turnover costs
in the first year

Our team

Our workforce engagement and wellbeing work is led by our Managing Director, Jennifer Marnoch and our Director of HR, Sarah Beaumont.



Jenn has worked across 20 sectors and has held senior roles in fast growth high-profile companies and in major PLCs. She is a first-class relationship builder and sees her clients come back time after time. Prior to joining Hunter Adams,

Jenn led culture and engagement work in the financial services sector and also for Scotland's fastest growing tech Unicorn, where employee engagement was rightly recognised as a key catalyst for growth. At Hunter Adams, she has led the end-to-end engagement process for clients in a range of sectors, always with a focus on using the data and information gathered to directly inform and enhance people strategies and employee experience.



With almost 20 years' experience in HR and talent development, Sarah is well placed to be our Director of HR. Throughout her career she has worked across multiple industries and sectors both at home and abroad, led large-scale change projects, and designed

and delivered a variety of HR initiatives to increase leadership capability and employee engagement. With an extensive background in talent development, Sarah is a natural coach and facilitator, which has helped her to engage and influence at all levels while assisting businesses through periods of change and growth. Sarah has led and supported employee engagement programmes in companies ranging from Global PLCs to fast growth SMEs and truly understands what it takes to create a motivated and high performing workforce.

Don't just take our word for it...



Having gone through considerable organisational change, we were keen to engage with our employees throughout the process as well as exploring some of the main themes that came out of our annual staff survey in more detail. Hunter Adams worked closely with several of our directorates, guiding us through their focus group process, which provided valuable feedback on how people felt about working for Historic Scotland along with recommendations for positive change. The strategy session they facilitated with our teams helped to shape our thinking about our business culture and focus on the key priorities that would have the greatest impact for change. They developed close working relationships across our organisation, building confidence and trust in the service and support they delivered and facilitated difficult conversations in a professional and constructive manner.

As a result, we have seen improvements in communications, recognising good performance and increased awareness of behaviours and values as well as a greater understanding of effective and positive team working. We would have no hesitation in recommending Hunter Adams and their focus group process to anyone who is looking to improve their business culture and making employee engagement their Number 1 priority.

Angela Hamilton, Head of HR Teams, Historic Scotland



Hunter Adams worked with us to run a series of employee focus groups across our UK Upstream business. We wanted to understand how we could improve engagement with our staff, onshore and offshore to get their input in the development of our HR strategy going forward. The feedback we received gave our Senior Managers a real insight into challenges employees were facing and importantly, what we could do to address these and create an environment that would retain, motivate and attract the best talent. The outputs provided clarity for the HR team and raised awareness of the importance of our People Agenda and the value it could deliver for BG. I would definitely recommend the process to other organisations, as a key feature in the development of their people plan.

Nikki Fox, Vice President HR & Business Support, BG Group

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