

# Maintaining morale, wellbeing and company culture

## Welcome to the webinar

# Who will you hear from today?



**Alex Powell**

Director of Client Culture  
at Reward Gateway



**John Frith**

Chief People Officer  
at Checkatrade.com



**Ben Waterfield**

Engagement Manager  
at Dunelm



**Ian Pettigrew**

Director & Coach  
at Kingfisher Coaching



**RewardGateway**  
the employee engagement people

# What's on the agenda today

**1** *Maintaining wellbeing  
within and across teams*

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**2** *Connecting remote and  
frontline teams*

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**3** *Recognising to support  
employee morale*

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**4** *Learnings to inform  
the future of HR*

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# Time for Q&A

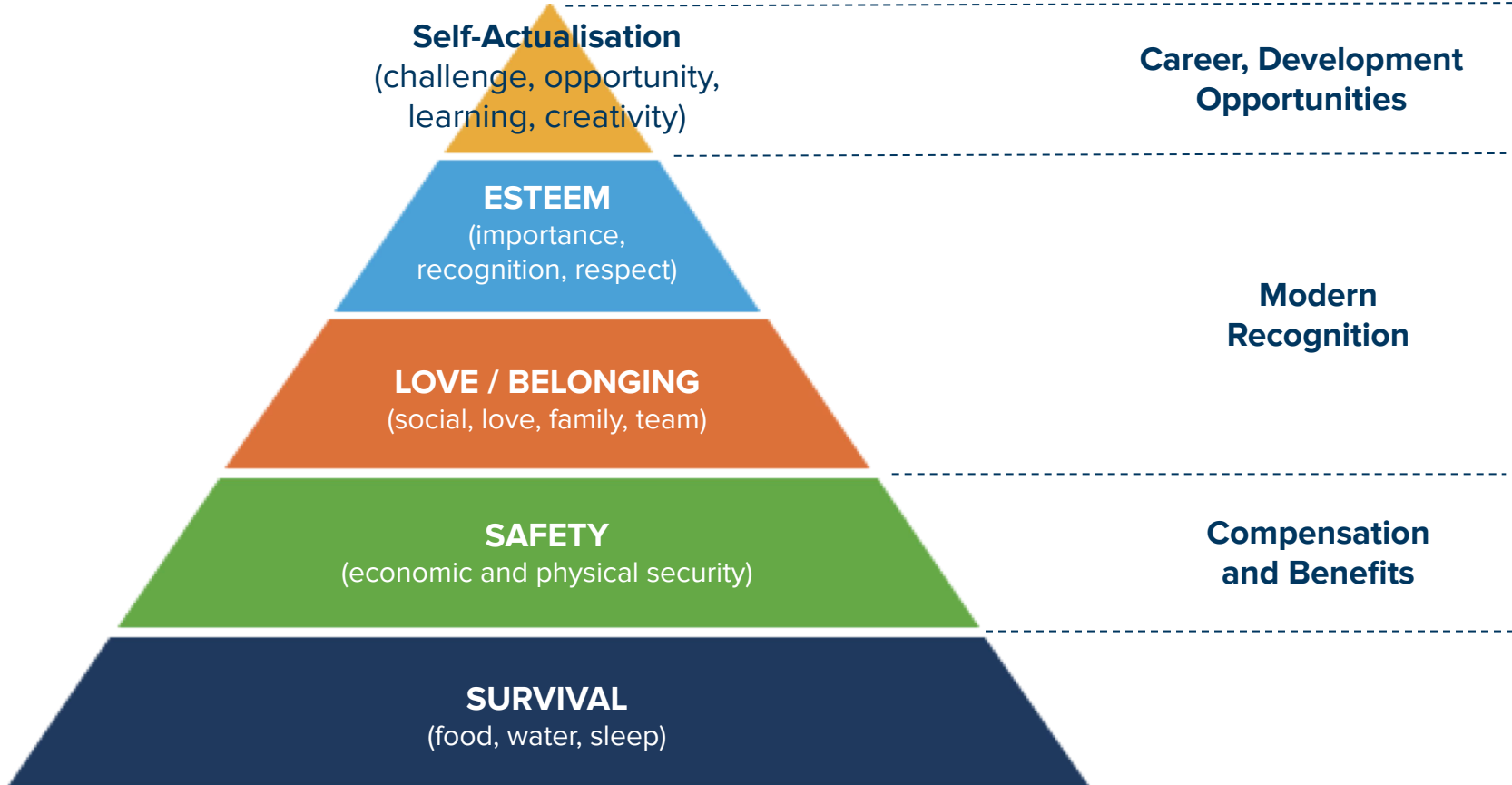
Got a question?  
Please submit  
via  
GoToWebinar



# Navigating a New Way of Work



# Maslow's Hierarchy of Needs



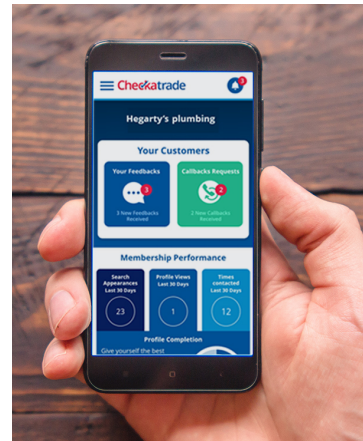
# POLL





# Initial Impacts

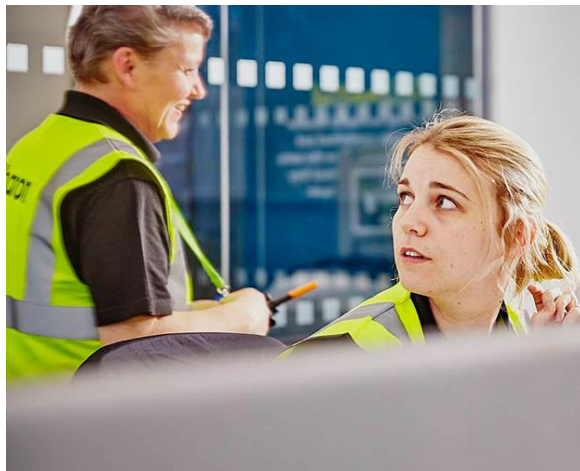
- Leadership team identified home working would be required, started preparing
- Moved 450 people to home working within two day
- Ordered 150 new laptops and trained 450 people on using the technology from home
- Adjusted job descriptions as needed
- Managers shifted from walking around to reaching out remotely





# Initial Impacts

- We knew work from home was coming
- Head office and call center moved home
- Closed website sales and distribution center to adjust the space for safety
- Closed stores with full pay
- Before lockdown was extended, announced 80% pay
- Established a Colleague Support Fund



## Our Customers

Safety comes first, so we've made some changes to the way we work.





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# Maintaining wellbeing within and across teams





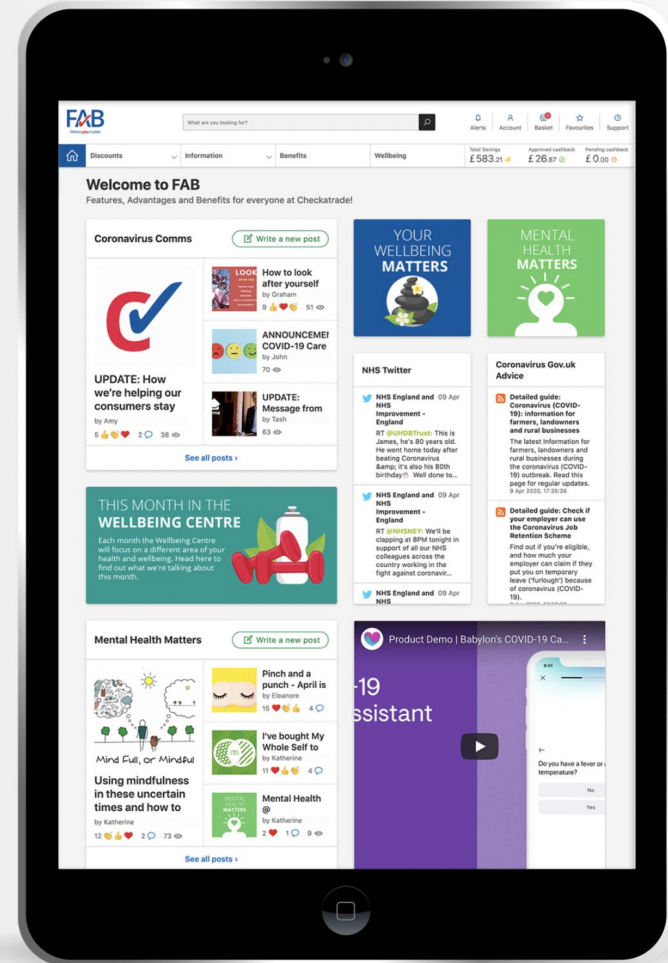
**How does the  
current crisis  
change our focus  
on employee  
wellbeing?**





# Maintaining Wellbeing

- Wellbeing resources available on our employee platform
- “No furloughs” promise
- Managers as Mental Health First Aiders
- Our CEO’s video about taking breaks and taking care of mental health
- Flexible and understanding with employees that are also parents





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## Mike's Video Message - A day in the life during lockdown



by [Mike Fairman](#)

posted 5 days ago in [Coronavirus Comms](#) · 1m read

[Edit post](#)

✓ Following



2 [Comment](#)

99 Views





# Maintaining Wellbeing

- Text groups for store employees (WhatsApp)
- Store Managers using tracker to call colleagues twice a week to connect on how they are
- Using Wellbeing Center for resources but also adding content
- Sharing information and images of on-site changes to keep colleagues safe





# Maintaining Wellbeing

- Text groups for store employees (WhatsApp)
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Check out our new  
**Wellbeing Hub**

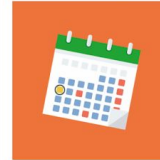
EMOTIONAL

FINANCIAL

PHYSICAL

## Coronavirus Updates

[Write a new post](#)



### Holiday Update

by Ben Waterfield · 4 hours ago  
9 👍 26 💬 3380 👁



### Nick's Weekly Update

by Ben Waterfield · ...  
91 👍 65 💬



### Ask Nick

by Ben Waterfield · ...  
9 👍 26 💬 31



### Working together in

by Richard Street · ...  
14 👍 10 💬 8

[See all posts >](#)

**Notify us if you're self isolating**

PLEASE ENSURE YOU COMPLETE THIS FORM

**Colleague Support Fund**

ALL THE DETAILS AND HOW TO APPLY

**Furlough colleagues**



JOB RETENTION SCHEME ACCEPTANCE FORM

**JRS holiday update**



HOLIDAY UPDATE CONFIRMATION FORM

## Useful Links and policy documents



### Colleague Q&A - Last updated 17/04/20

Click here to view the latest answers to some of the questions that you may have. We will update this regularly.



### Holiday Update Leaflet

Detail on holiday for all colleagues



### 4 Weekly - May Pay Guidance

Additional information on how your pay will be calculated



### May Colleague Update

Communication to all colleagues including May pay



### April Pay Update Leaflet



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## How are you today?

How are you today?

by [Amanda Cox](#)

posted 1 week ago · 2m read

Hi Everyone, A couple of months ago I wrote to you with a simple question - how are you today? I talked about the difference... [read more >](#)

104 👍 ❤️ 🥰 57 💬 3557 👁



Staying motivated whilst working from home...

by [Josie Dickinson](#)

posted 1 week ago · 7m read

Working from home (WFH) can have its perks. Your daily commute is sure to be down,... [read more >](#)

14 👍 ❤️ 🥰 2 💬 241 👁

## FINANCIAL WELLBEING

Financial Wellbeing Booklet

by [Josie Dickinson](#)

posted 1 week ago · 1m read

This health emergency will be impacting all our lives in different ways. Some of us may be impacted financially, so we thought... [read more >](#)

6 👍 ❤️ 🥰 3 💬 333 👁



**How does this  
relate to what  
you've seen in  
organisations?**

- Trust
- Hope
- Compassion
- 'You do you'





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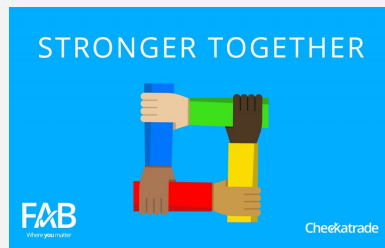
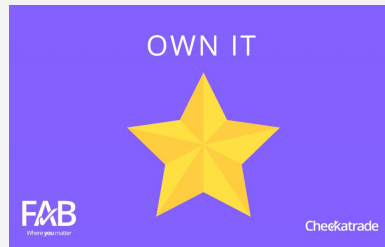
**Connecting remote  
workers and  
frontline teams**



## Support Connection

- More frequent communications and meetings
- First virtual Quarterly Briefing got 391 people out of 450
- Tying messages to our strategy and Values (If “People Matter” then...)
- Used a pulse survey to gather feedback
- Having fun - asked for “Deskies” providing virtual museum tours

**Checkatrade.com**  
Where reputation matters





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## Pulse Survey Results

I believe that we are pulling together as an organisation to support each other through COVID-19



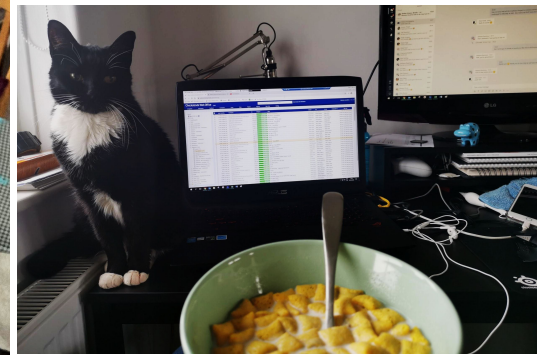
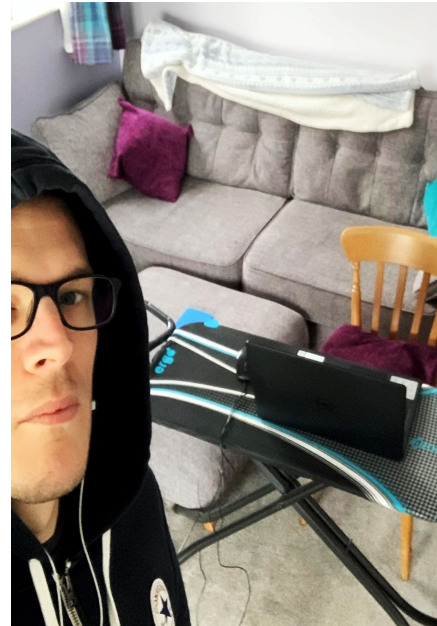
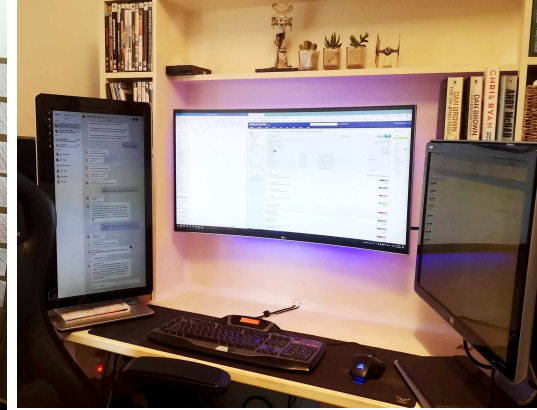
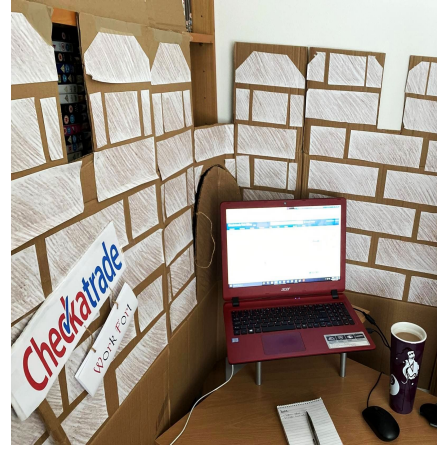
Management keeps me informed about the impact of COVID-19 on our organisation





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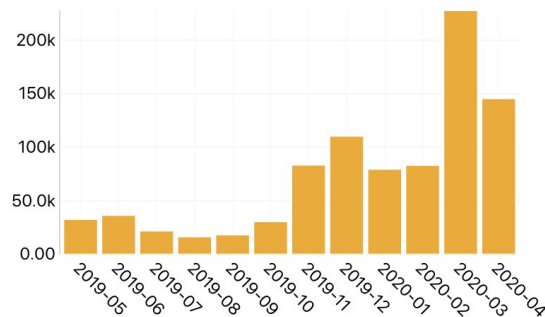




# Support Connection

- Increased communication from leadership (29 blogs in the first month)
- Increased views for online communications
- More online engagement with comments, feedback and questions
- Increased numbers of team meetings
- Setting up community groups for topics like baking, FIFA, crafting, parenting

## Logins over time



**Nicholas**

Can i ask that if we do a delivery of a 3 seater sofa, and leave it by the door, are we sure the customer is not an elderly couple that cant carry the item into their house? Will we be checking that the customers can take the delivery in on their own?

👍 React ▾ 🗨 Reply ⌚ 5 days ago



**Sarah**

Hi **Nicholas** yes we will be ringing ahead to the customer to check they are able to take the delivery and if not then we won't deliver. Thanks for the question

1 👍 🗨 React ▾ ⌚ 5 days ago



**Andrew**

Hi Nicholas

Totally understand your concerns and we are making sure that all customers understand the delivery process and that it is to the doorstep.



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## Q&A GET YOUR QUESTIONS IN FOR NICK

### Ask Nick

by [Ben Waterfield](#)

posted 2 days ago · 1m read

Tomorrow morning we'll be filming Nick's weekly video update. Nick will be giving all the latest company news, including... [read more >](#)

9 👍👍 25 💬 3255 👁



**Kelly**

I found this weeks talk inspiring and moving .It's great to see how the business is evolving during these unprecedented times . We have what app groups, Facebook groups and we've had 2 video chats with each other in my store for peoples birthdays . I've had a weekly call from Dave our store manager and it really feels quite special to be part of this family. What Dunelm are doing is above and beyond what other companies are doing for their staff and it's refreshing to hear Nick and others talk about our mental health .

Bravo Dunelm

#oneteam #familymatters #letsdothisogether

[see less >](#)

6 👍👍 [Like](#) × [Reply](#) ⌚ 13 hours ago



**Donna**

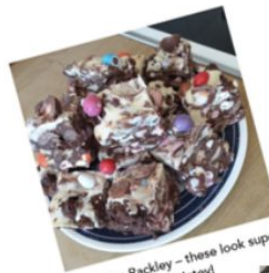
Well done to Dave your store manager he sounds like he's doing a great job of keeping you all going. Why not send him a Just To Say card to thank him, as we have new designs out today [Kelly](#)

[React](#) ⌚ 5 hours ago



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Christine Rackley – these look super chocolatey!



Mary Degg – I need this recipe, they look delish!



Simon McDonald – loved these colourful delights. Look like they would brighten anyone's day



Gemma and Alfie – WOW!!



Jonathan Tyler-Moore – LOOK AT THAT PERFECTION. Shout out to your sister!



Lorraine Greenless – This has to be one of the most BEAUTIFUL cakes I have ever seen. Hope it was yummy!



Jamila Khanom – I need this carrot cake recipe!!



Marcel Papach – I would like to eat that cake AND burger!!



Laura Evans – The prettiest pink cheesecake I have ever seen! No doubt tasted just as good



Ann Monroe – I LOVE this!



**WINNER** Well done Anne Parish with her Rainbow Cake for the key workers as a thank you. And indeed, they deserve a big thank you!



Amy Robinson – You have inspired me with a new crispy cake ingredient – MARSHMELLOWS! This look yum

# 5 ways to support employee connection

1. More frequent team meetings and check-ins
2. Increases to communications directly from leadership
3. Communicating about strategy, mission and/or Values to focus on purpose
4. Inviting and responding to feedback and questions
5. Encouraging fun to keep personal connections strong



# How does crisis change the kind of feedback people need?

*Ian Pettigrew*





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the employee engagement people

# Recognising to support employee morale



# Focus on Recognition

John Frith

## Why is recognition so important?

'Give people what they crave, and good things happen.' Sounds so simple right?

Well the good news is, overwhelming evidence supports this. In fact, more than eighty years of research proves the idea that humans have three primary cravings at work that, once fulfilled, make them happier and more productive. So, what do employees crave?

**Respect:** help me feel respected for the work I do

**Purpose:** show me how what I do has purpose, makes a difference, and is relevant to my organisation

**Relationship:** help me build stronger connections with people, especially my immediate Line Manager / Team Leader

## What about strategic recognition?

Recognition in any form is fantastic, but if we want it to carry meaning and have maximum impact, for not just the individual, but to help spread the word on what we want to see more of from their co-workers, we must embrace **Strategic Recognition** which can be achieved with three simple steps.

**Step 1** Tell the action

**Step 2** Connect to an area of focus or company value

**Step 3** Explain the impact

So, take a moment to recognise your teams on FAB now, so that their 'My Recognition Moments' tile will bring them good things on Friday the 13th!

Many thanks,

**Maddie Roberts**  
**Pay & Benefits Lead**

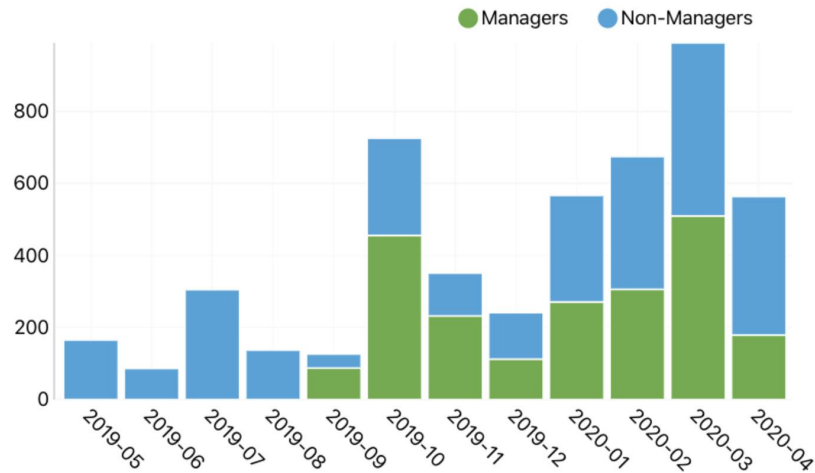




# Focus on Recognition

John Frith

**Senders divided by role over time**

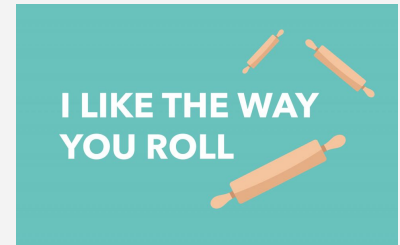
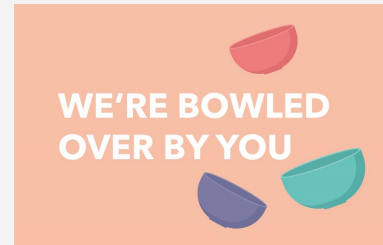
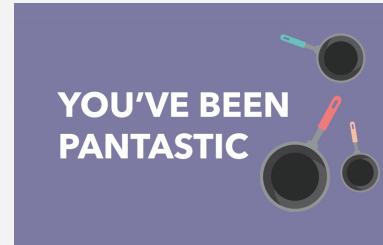






# Focus on Recognition

Ben Waterfield





# Focus on Recognition

Ben Waterfield



# 5 ways to make the most of recognition

1. Leaders should model it
2. Recognise to educate about key actions
3. Focus recognition on mission/values
4. Recognize wherever you communicate
5. Need ideas?  
[Rewardgateway.com/blogs](https://rewardgateway.com/blogs)

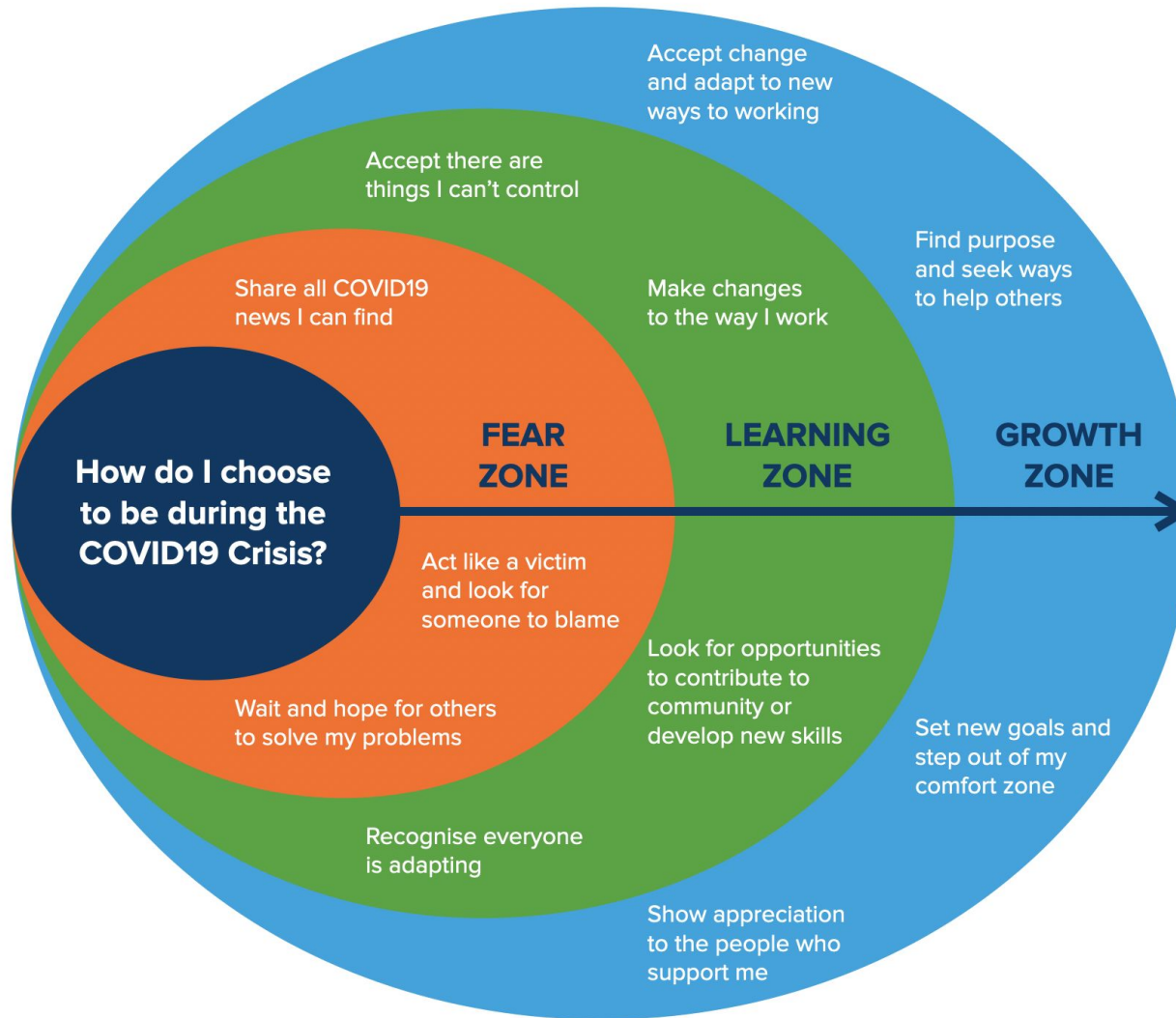


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A hand is shown placing a wooden block on top of a stack of three wooden blocks. The background is a solid light blue.

# Learnings to inform the future of HR

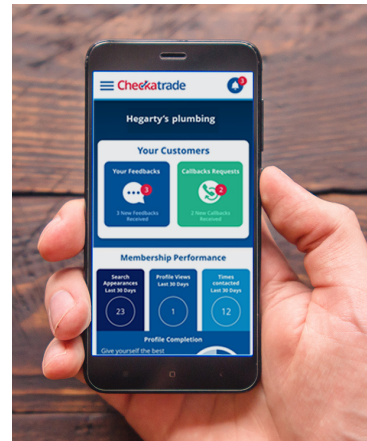






# Learning for the Future

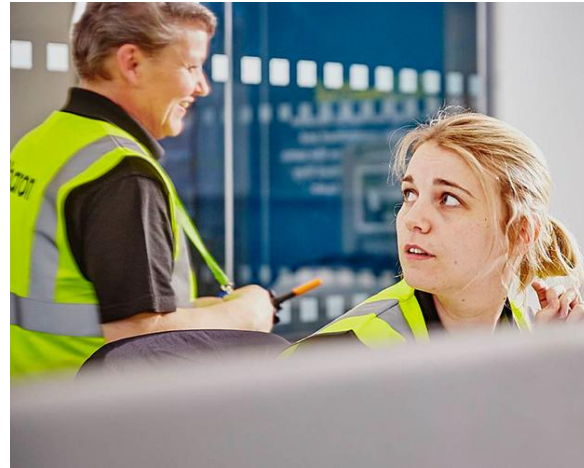
- The value of video for meetings and communications
- We don't need to be face-to-face to connect and collaborate
- We have a lot of potential to re-prioritize where we spend our time





# Learning for the Future

- The power of frequent communication directly from leadership
- We can trust our people. To be appropriate in their communication to each other and us
- Direct, open feedback is a gift and we should look forward to getting it. It doesn't need to be anonymous.



## Our Customers

Safety comes first, so we've made some changes to the way we work.







# Learning for the Future

- We can assume positive intent
- We need to take responsibility and ownership for our learning
- Recognition is happening more and this needs to continue
- There is power in self-compassion
- Surviving challenges leads to learning leads to wellbeing





# Connect on LinkedIn



**Alex Powell**

Director of Client Culture  
at Reward Gateway



**John Frith**

Chief People Officer  
at Checkatrade.com



**Ben Waterfield**

Engagement Manager  
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## Browse Blog topics:

Employee Benefits	Reward and Recognition	Employee Communications	Employee and Workplace Culture
Technology and innovation	The Employee Experience	Leadership and Management	Wellbeing at Work



**Kylie Green**  
Global Senior Vice President of Consulting  
5 min read

Adopting a changemaker mindset in times of crisis: 3 qualities of inspiring leaders



**Pippa Arthur-Van Praagh**  
Global Employee Communications Evangelist  
4 min read

How to manage writer's block when creating employee communications



**Joy Adan**  
Content Journalist  
2 min read

16 ways to connect, support and recognise teams in times of uncertainty [Infographic]



**Kylie Green**  
SVP Global Consultancy  
4 min read

Embracing uncertainty with creativity: 3 ideas for recognising remote employees

[rg.co/learn](https://rg.co/learn)



## Keeping Connected during COVID-19

### Resources to help navigate uncertain times

It's a challenging time for businesses and leaders everywhere. More than ever before, we all need ideas to connect, recognize and support our people in meaningful ways, through difficult times. We hope this resource center helps bring you inspiration, insights and practical ideas to help you navigate the world we're now in. Check back as we'll be updating this hub weekly with new resources and fresh content.



[rg.co/covid19uk](https://rg.co/covid19uk)



# How valuable was today's webinar

1 2 3 4 5

Not valuable

Very valuable



RewardGateway  
the employee engagement people

Thank you for  
joining us today



The image features a central text message, "Let's make the world a better place to work", written in a bold, dark blue, sans-serif font. The text is slightly angled upwards from left to right. It is set against a background of a radial burst of lines. These lines originate from a point behind the text and radiate outwards in all directions. Most of the lines are dark blue, but there are several lines in other colors: orange, yellow, green, light blue, pink, and purple. The lines vary in length and thickness, creating a dynamic, sunburst-like effect. The overall composition is centered and balanced, with the text being the primary focus.

**Let's make the  
world a better  
place to work**