

MindForward Alliance

Transforming workplace
mental health



Insights to Implementation

Mental wellbeing: A business imperative

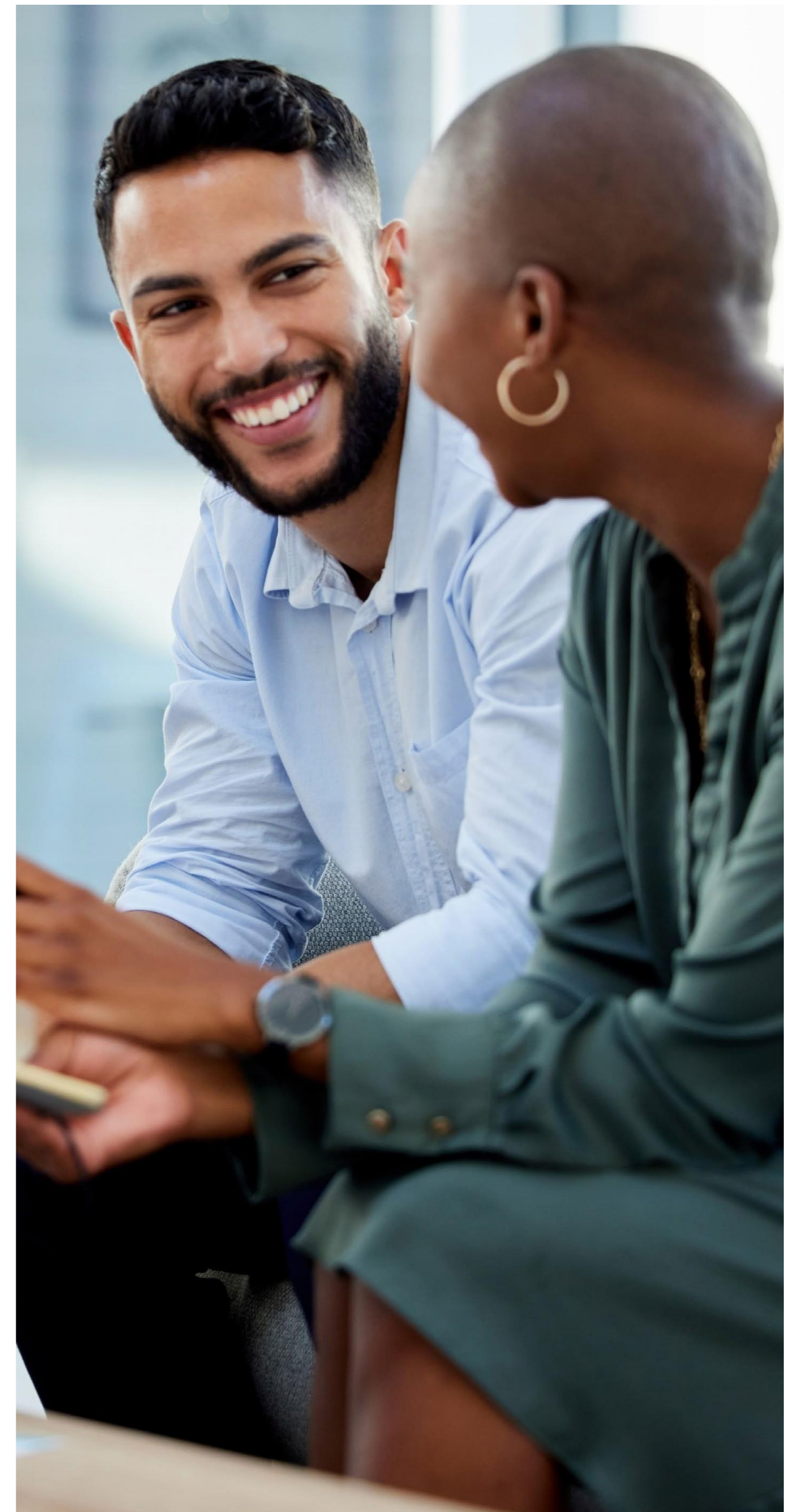
In today's fast-changing and volatile environment, enabling employees to perform at their best is critical to business success.

- Improving employee wellbeing **brings competitive advantage**, according to 87% of US business leaders
- Improved wellbeing is **worth up to \$9 trillion globally** through increased productivity and reduced presenteeism

Taking action on employee mental wellbeing has never been more important.

Business sees a return of £5 for every £1 invested in workplace mental health

The challenge can be knowing what action to take and what to prioritise...



Potential sources of data for HR & Wellbeing Leads

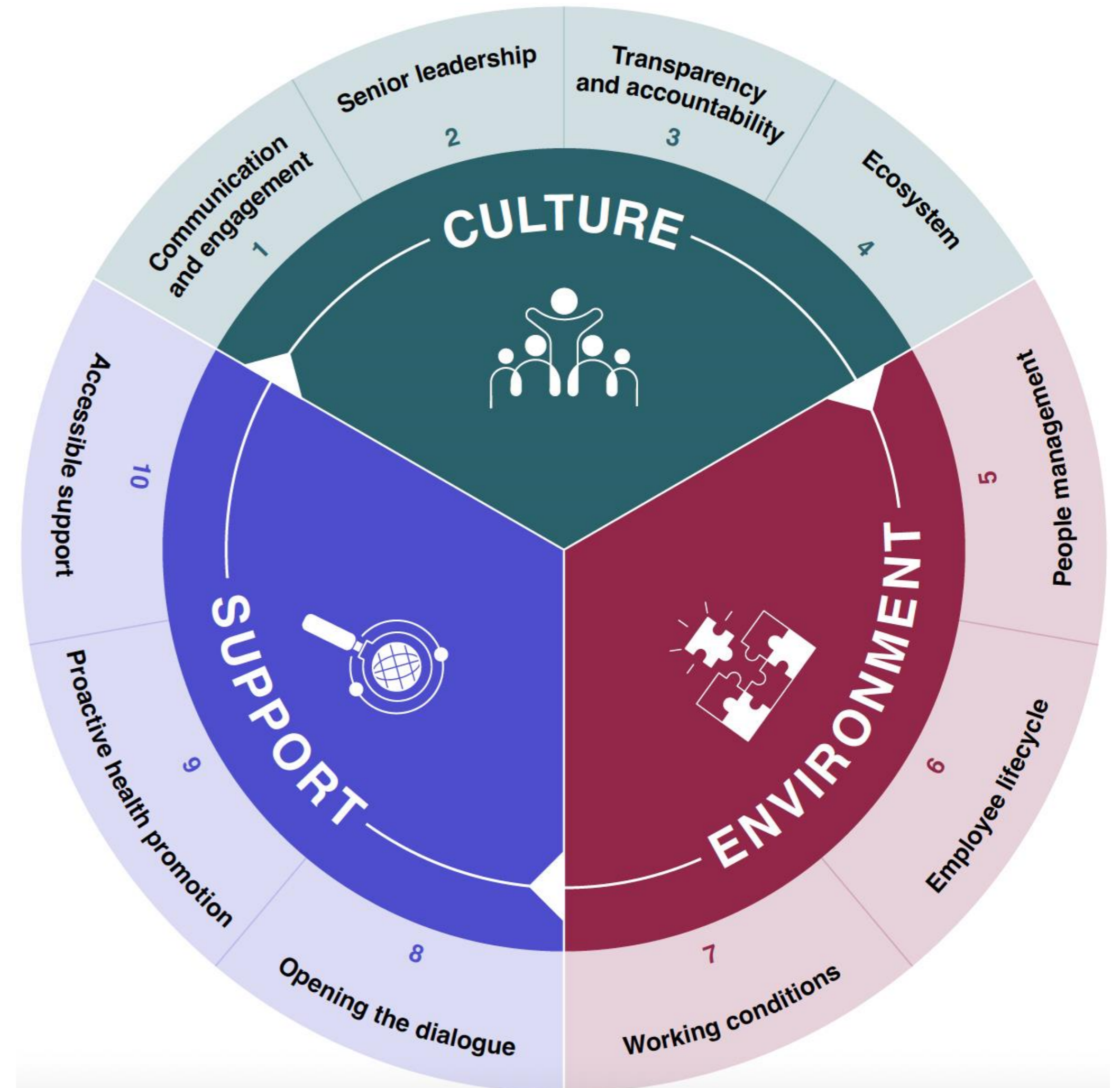


What does the MindForward Alliance Assessment measure?

The assessment provides a clear and in-depth analysis of an organisation's holistic approach to mental-wellbeing. It identifies strengths and challenges, evaluating performance against 10 evidence-based standards (developed with Oxford University), while benchmarking your approach against industry peers.

These 10 standards sit under three strategic Pillars:

- Organisational **CULTURE**
- Working **ENVIRONMENT**
- Access to **SUPPORT**



*Sample
extracts:
Thriving at
Work Report*

Report for:

Accreditation:

Health Creating

2025

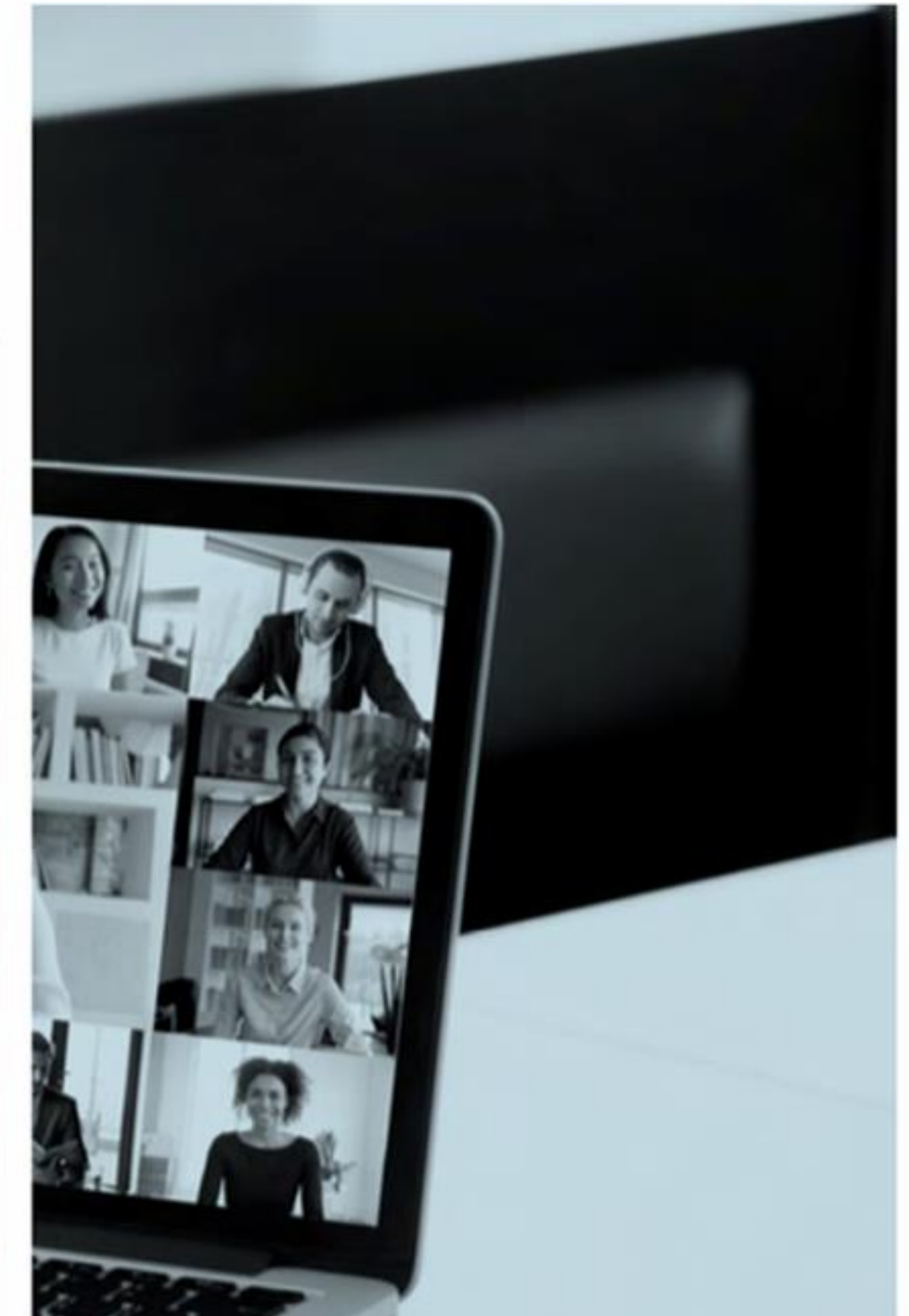
Thriving at Work Report

Data collected from August to October 2025

Peer Group: Financial Services

Response Level: UK

(Global/Regional/Local)



Your Overall Result:

737

Health Creating



In summary

has demonstrated a clear commitment to the wellbeing of their workforce and should be commended for their Health Creating accreditation. The comprehensive approach, encapsulating both proactive and reactive interventions, is well communicated to colleagues, including those who may form part of the supply chain. There is scope to develop the wellbeing agenda further, paying particular attention to how this can be socialised with internal and external stakeholders through wellbeing data/metrics, and participating in external research and resources.

Organisational strength

1) Ecosystem

has maintained the high standards set in their commitment to their wellbeing agenda positively impacting the broader business ecosystem. Open communication with suppliers, mental health being discussed by business leaders in meetings and challenging suppliers' provision of support are all examples of outstanding performance.

2) Working conditions

The organisation has considered the relationship between working conditions and the wellbeing of the workforce. This is evident in the approach to assessing and addressing workplace and psychosocial risk, and the attention that has been paid to the wellbeing implications of working in a hybrid environment.

3) Accessible Support

continues to excel in its range and signposting of mental health and wellbeing interventions. They ensure the services are representative and meet the needs of diverse groups. Plans and strategies for topics such as suicide pre and postvention, and crisis escalation protocols, are well established.

For development

1) Senior Leadership

Senior leadership can play an important role in encouraging a wellbeing-centric business culture. Areas of focus include ensuring Senior Leaders demonstrate a unified commitment to mental wellbeing at the leadership level as well as developing a formal succession plan to ensure continuity of wellbeing sponsorship if senior leaders change roles/leave

2) Transparency & Accountability

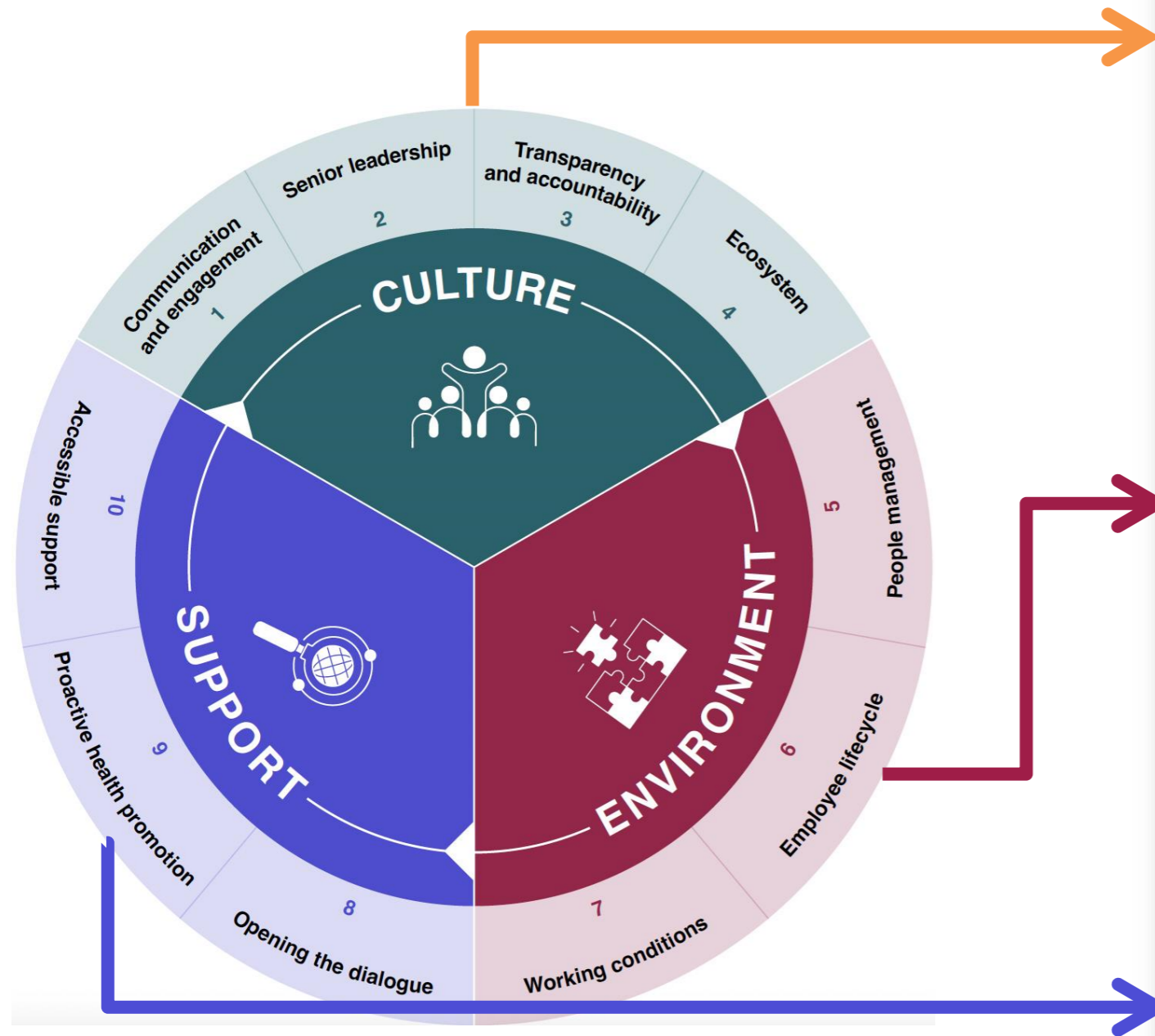
External transparency remains an area of opportunity for the organisation where it can demonstrate commitment through the publication of employee wellbeing metrics externally, and share its commitment and good practice externally by participating in external mental wellbeing research, guides, or resources.

3) Proactive Health Promotion

Taking a prevention first approach through the collecting data to assess the connection between employee wellbeing and both individual and organisational outcomes should be a focus. Encouraging greater participation in employee training will also improve understanding of risk factors and resilience.

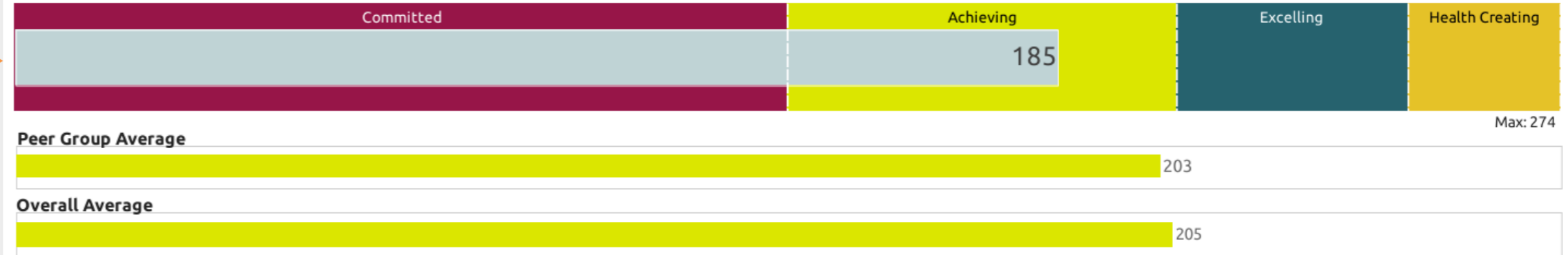
How the Pillars Translate to the Assessment

Performance against Pillars, including Sector/Peer and Overall Benchmarking



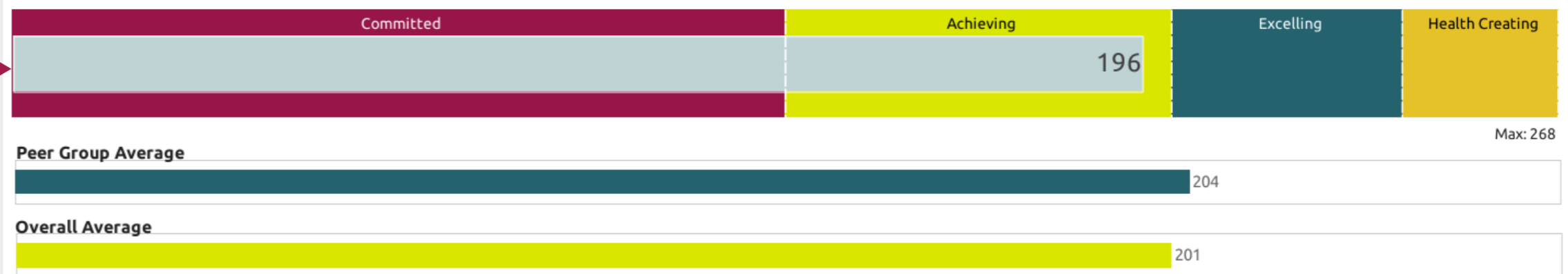
Pillar 1: Culture - create a culture of wellbeing and psychological safety

Eradicating stigma associated with mental health and creating an environment in which wellbeing is prioritised by the organisation and those working in it. This pillar includes Standards 1-4 and covers areas such as leadership, effective communication and inclusion.



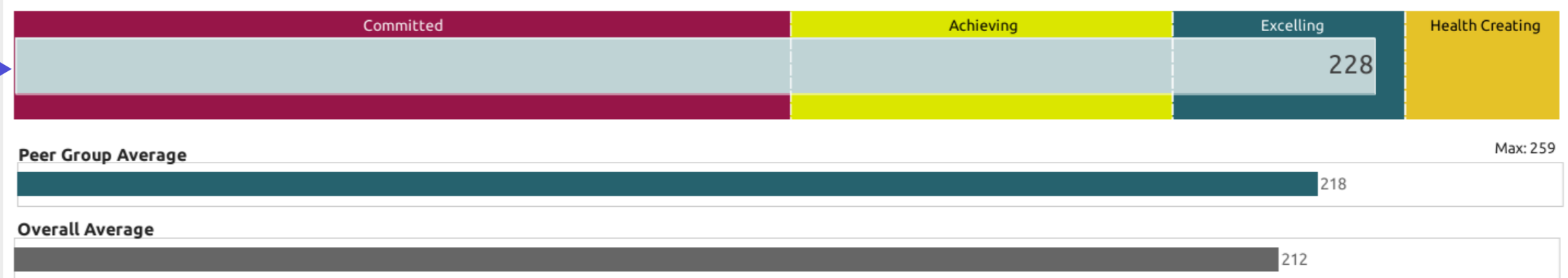
Pillar 2: Workplace - develop a mentally healthy working environment

The way work is done and managed within an organisation. This pillar aims to promote the development of policies, practices and processes and ways of working that support positive mental health and wellbeing. It includes Standards 5-7 and covers people management, risk management and ways of working.



Pillar 3: Support - provide and signpost to accessible resources, tools & support

Every single person has mental health and everyone can take steps to take care of it. Organisations can drive positive behaviours by creating a working environment in which good health is prioritised and encouraged. Organisations can also play a key role in providing their people with access to support through good communication and signposting. This pillar includes Standards 8-10 and covers areas such as dialogue, support and disclosure.



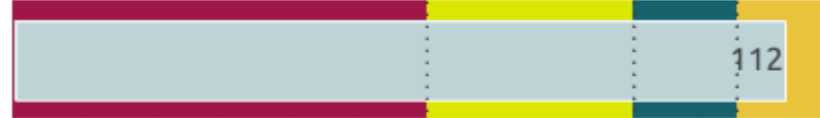
Pillar 1 - Culture

Max: 274



Standard 1 Communication & Engagement

Max: 120



Peer Group Average 103

Overall Average 101

Standard 2 Senior Leadership

Max: 57



Peer Group Average 38

Overall Average 40

Standard 3 Transparency & Accountability

Max: 51

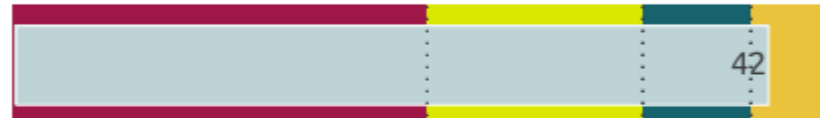


Peer Group Average 32

Overall Average 34

Standard 4 Ecosystem

Max: 46

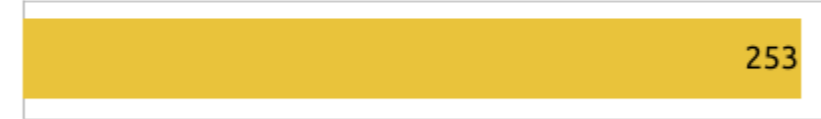


Peer Group Average 30

Overall Average 30

Pillar 2 - Workplace

Max: 268



Standard 5 Managing People

Max: 86

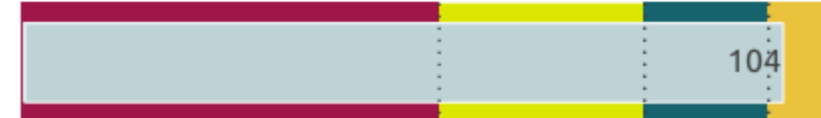


Peer Group Average 58

Overall Average 58

Standard 6 Employee Lifecycle

Max: 113



Peer Group Average 91

Overall Average 88

Standard 7 Working Environment

Max: 69

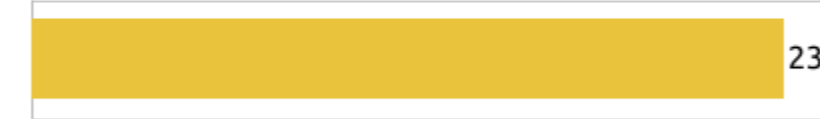


Peer Group Average 56

Overall Average 55

Pillar 3 - Support

Max: 259



Standard 8 Opening the Dialogue

Max: 81



Peer Group Average 66

Overall Average 64

Standard 9 Providing Support

Max: 75



Peer Group Average 63

Overall Average 62

Standard 10 Monitoring & Disclosure

Max: 103



Peer Group Average 89

Overall Average 86

Communication & Engagement

Produce, implement, and communicate a mental health plan that promotes good mental health. Develop mental health awareness by providing accessible information and resources and engage employees and colleagues in campaigns, events, and activities that challenge stigma and promote inclusion.

Strategy Attributes

Which of the following are true for your organisation's wellbeing strategy or plan?

option ^	You	Sector	All
A dedicated person or team is responsible for delivery	yes	93%	96%
A mental health or wellbeing at work strategy/plan is agreed and in place	yes	93%	92%
Aligned with the inclusion and belonging strategy	yes	87%	83%
Cited as a strategic priority or referenced in the organisational strategy and/or people strategy	yes	73%	83%
Developed using employee sentiment or feedback	yes	87%	88%
Endorsed at Board/Executive level	yes	87%	92%
Includes a shared definition and understanding of wellbeing and/or mental health	yes	87%	88%
Includes clear and measurable objectives	yes	80%	79%
Informed by consultation with employees from diverse groups	yes	80%	83%
Specific resources or budget are allocated to support delivery	yes	93%	96%
Widely communicated to all employees	yes	87%	83%
Widely communicated to senior leadership	yes	93%	92%
none	no	7%	4%

Metrics Usage

How are wellbeing and mental health metrics (objectives/targets/KPIs) identified, measured, and used to inform programmes and practices?

option ^	You	Sector	All
Action plans are created for identified issues and followed up in the next reporting cycle	yes	93%	83%
Identified specific KPIs related to performance indicators	yes	67%	63%
Include diverse employee sentiment	yes	93%	92%
Metrics identified with a clear plan and timeline	yes	60%	67%
Reported to Board/senior management in the past 12 months	yes	73%	67%
Used to formally review the wellbeing strategy in the past 12 months	yes	73%	75%
none	no	7%	8%

Raising Strategy Awareness:

How are regular communications used to raise awareness of the wellbeing strategy and available resources?

option ^	You	Sector	All
Accessible outside standard hours	yes	93%	92%
Campaigns take into consideration local employee feedback	yes	93%	92%
Communications available in all local languages	no	60%	50%
Communications in place to raise awareness and challenge mental health stigma	yes	87%	88%
Communications informed by consultation with employee groups to ensure they are relevant and inclusive	yes	93%	83%
Communications linked to awareness days	yes	100%	100%
Communications sent to all employees	yes	80%	83%
Consistent recognisable messaging to support the strategy	yes	87%	83%
Don't know	no	7%	8%
Includes signposting to external services	yes	100%	100%
Shared through a variety of channels and formats	yes	93%	96%
Use of personal stories and case studies from a diverse employee population	yes	100%	92%
Wellbeing resources available and regularly referenced	yes	100%	100%
none	no	0%	0%

Employee Feedback, Past

Have employees been given the opportunity to provide feedback on workplace wellbeing in the last 12 months?

option ^	You	Sector	All
Yes – quantitative feedback	yes	87%	88%
Yes – qualitative feedback	yes	93%	96%
No	no	7%	4%

Employee Feedback, Ongoing

Are employees able to provide ongoing feedback on wellbeing provision and initiatives linked to the strategy?

option ^	You	Sector	All
Yes – quantitative feedback	yes	80%	79%
Yes – qualitative feedback	yes	93%	88%
No	no	7%	13%