



SUCCESS STORY

Virgin Media



Helping Virgin Media Improve Wellbeing Through a Merger and a Global Pandemic

Happy people perform at their best and deliver better outcomes. That's why we believe in what we do - it's all about people development and business success via happy, healthy performance and wellness. Here's one organisation's journey with us:

THE NEED

Leading up to the merger with O2, the Virgin Media Business were in the process of implementing strategies to improve business stability, culture and performance as they transitioned into the joint venture.

With many cultural changes having already occurred as a result of the COVID-19 pandemic, they were looking for innovative and sustainable ways to inform their wellbeing best practices.

They wanted to ensure that their workforce were fully equipped with the tools and techniques needed to move themselves through this new phase - smoothly, energetically and productively.

The focus was on people and the desired outcome was success.

Positive Wellbeing leverages the award winning Positive Psychology model to enhance physical and mental wellbeing, to develop smarter leadership and help teams achieve peak performance.

We can help you proactively protect the wellbeing of your workforce, by creating a safe environment for teams to share more about themselves to make better decisions, strengthening resilience and effectiveness, rather than waiting for something to break and trying to fix it.

With optimum mental wellness and a positive mindset, your team will be happier, perform better and support each other with increased teamplay.

ONE STORY FROM THE TEAM

"The main positive impact has been on the ability to understand people better.

I now see how different individuals behave when they are stressed and out of their comfort zone. I've learned to respond better, using the power of happiness to create something positive. Collaboration is essential to our everyday work life. I'm using better solutions for myself too, helping me feel more calm and content. The team have developed a growth mindset.

My colleagues and I are now seeing change as a positive opportunity rather than a threat, which is important for everyone. We also understand the importance of values, delivering services and products that makes life better for others. "

KEY OUTCOMES

- After the project, their colleague engagement score was 94%, more than 10 points higher than a national high-performing benchmark.
- They had no employee attrition following their organisation changes and throughout the Pandemic.
- Their staff were happier, healthier (mentally and physically) and more successful during a period of significant personal and societal pressure.

For me, the programme is about providing you with the understanding and toolkits to help yourself happy.

It isn't about denying difficult experiences, but instead it's about understanding how you might be inclined to experience things and how you can turn the dial on that experience to make it more positive, fruitful, and enjoyable"

- Anna Watson, Strategy Manager

WHAT WE DID

The client engagement with Virgin Media began in October 2020, starting with some executive discussions to agree on the approach. Virgin Media agreed to the recommendation of creating a wellbeing steering group to discuss current practices and next steps toward achieving peak performance and positive mental health at work.

In the kick-off phase, the steering group worked with Positive Wellbeing to identify the need to use the right language to align with values and existing processes, as well as the stakeholders to involve and how best to sustain the approach used.

The first formal phase of the project lasted from December 2020 to March 2021, which included a series of detailed healthy performance sessions for the entire team. These sessions covered key topics including: how to develop a positive mindset, how to be your best, developing effective relationships with colleagues, developing positive emotions and how to cultivate authentic happiness for success.

The second phase of the programme was in April 2021 and focused on 1:1 consultations of confidential coaching to focus on topics chosen by the participants, explore how to develop their best selves and to equip them with additional tools to take positive action.

Coaching encouraged a deeper dive into the session topics covered, depending on personal and performance requirements and any reflections or questions that had arisen during the programme. The aim was also to create an individualised positivity plan.

The final phase took place in May 2021, which included a follow up group session for the whole team to review session topics, reflection on progress and ask questions for further enhancement of learning.



THE OUTCOME

The team at Virgin Media obtained a team-wide understanding of how to prevent mental ill-health and achieve success. The programme provided a better understanding of the new language of mental health, which has been taken forward into their team ethos.

The leaders and team members now also have a better understanding the science behind human emotion and behaviour which they have used to improved employee happiness and wellbeing. The best part is that these things have led to increased productivity, performance and morale.

"I believe that as a team, we've come out of this programme and Covid / lockdown professionally stronger, personally happier and with more momentum for the future."

"Your sessions were informally engaging, giving us the meaning behind why we do what we do, giving us purpose for the good things we do within our teams. We now know the theory behind the practices and what we can do each day to perform better"

- Gareth Greppellini, Director of Strategy, Planning & Transformation

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