

TeamWorks

Improving Psychological Safety

Retail



Wellbeing Works.

We are specialists in creating work environments that enable your people to Thrive. Using data-driven analysis and evidence-based solutions to help organisations achieve optimal performance by improving employees' wellbeing.

Our work is based upon the validated research carried out by Hamish Moore, the founder of Wellbeing Works and creator of our Team Works and Board Works tools. We are a team of established workplace wellbeing experts.

Our expert team, work across the public, private and third sectors. Our approach is to analyse your workplace needs, design and implement interventions to create responsible and nurturing work environments in which your employees Thrive.

We understand that *'one size does not fit all,'* your organisation is unique, and we believe your biggest asset is your people. Your organisations success is inherently linked to the capacity of your employees to Thrive. The ideal approach to wellbeing in the workplace depends on your organisation, your teams and your individual employees. We help organisations achieve optimal performance and employee wellbeing. We provide practical, effective and easy-to-adopt solutions, specific to your company's needs.

Our holistic approach to wellbeing in the workplace examines a range of key elements and looks at the bigger picture to ensure we offer solutions and advice that will work for you.

Central to our belief, workplaces need to be Psychologically safe...

What Is Psychological Safety?

Psychological Safety exists when there is no avoidable Psychological harm, for teams to function effectively they need to have a high level of Psychological Safety.

Psychological harm occurs when the actions and behaviours of others or the culture of the workplace negatively impacts on an individual's Psychological Wellbeing¹.

The focus is upon 'avoidable harm' rather than any harm. The nature of work may well involve team members dealing with difficult, demanding and rapidly changing situations or events. Clearly these are inherent in the nature of the work. The focus therefore must be on those aspects which can either be avoided or minimised in their impact upon your team.

Psychological Safety is about creating environments where staff can Thrive at work. That is to say, where staff are able to give of their best, exercise good judgement and decision making, enjoy their work, feel valued and appreciated, challenged and stretched appropriately, supported by line managers and colleagues and where it is safe to have and express an alternative opinion and it is also safe to ask for help from others, including managers².

In environments where Psychological Safety does not exist or it is low, then it is unlikely that the team will perform optimally. In these situations, a team can be described as Hiving or Surviving.

The risk of low levels of Psychological Safety can often be seen in teams failing to optimise their talent, not achieve their purpose, objectives or targets.

They sometimes display dysfunctional behaviours and work poorly with other teams. These teams often have above average absence levels, low levels of engagement, high staff turnover levels where alternative jobs are available. Furthermore, creativity and good ideas are not encouraged, errors and mistakes become more frequent³.

Actions & Behaviours

Adoption of the framework generates practical progress; managers take actions which will improve the work environment:

- ❖ Higher concentration levels
- ❖ Fully engaged workforce
- ❖ Creating openness to challenge
- ❖ Low presenteeism
- ❖ Higher levels of integrity
- ❖ Equity of work distribution
- ❖ Lower absence levels
- ❖ Greater focus

The framework allows rapid, practical progress to be made.

"Staff Wellbeing is directly linked to organisational success, measuring Wellbeing is fundamental to improving the work environment"

Professor Dame Carol Black

Why Work With Us?

We look to work with organisations who want to:

- ❖ Improve the overall wellbeing of your workforce.
- ❖ Increase performance and productivity.
- ❖ Create a psychologically safe workplace.

This will significantly impact your organisation by:

- ❖ Reducing sickness absence.
- ❖ Reducing staff turnover.
- ❖ Reducing recruitment and training costs.
- ❖ Improving staff morale.
- ❖ Improving company reputation.

REFERENCES:

¹ Amy Edmundson, Harvard Business School 1999, 2003 and 2018

² Google, Project Aristotle (Re-Work), 2014

³ Dame Carol Black and David Frost, CBI Report on Wellbeing at Work, 2013 and Thriving at Work Report, Stevenson and Farmer 2017

TeamWorks

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Team Works is an innovative diagnostic reporting tool that can measure your Team's Wellbeing and Psychological Safety. An easy to answer, anonymous, online survey is completed by all Team members, in return, you will receive a comprehensive report which includes recommended interventions to improve your Team's performance.

Features & Benefits

Features

- ❖ Key focus is on the work environment and culture.
- ❖ Independently Researched and independently Validated in peer review journals.
- ❖ All survey answers are anonymous.
- ❖ Widely used across a range of sectors.
- ❖ Complete the Team Works survey in less than 3 minutes.
- ❖ Reports accessed at the touch of a button and can be viewed during the survey period.
- ❖ Identifies practical recommendations for improvements.
- ❖ Identify where training and development is needed in the organisation.

Benefits

- ❖ Identifies levels of Psychological Safety and Wellbeing Risks.
- ❖ Guaranteed return on investment with improved productivity levels (when recommended Interventions are implemented).
- ❖ Prioritises and recommends actions for improvement.
- ❖ Generates effective teamwork.
- ❖ Delivers improvements in service and quality.
- ❖ Delivers increased staff attendance and retention levels.
- ❖ Demonstrates good governance and employer of choice credibility.
- ❖ Easy to re-run the survey in 3, 6 or 12 months to compare, monitor and measure improvements.
- ❖ Recommendations are practical and easy to follow.

Validation

Well-Being Insight

A 5-year research project with Newcastle University developed the questions identifying the components of Thriving, Hiving and Surviving® at work.

The statistical validation of our original research was by Professor John Matthews, an eminent Medical Statistician.

Further validation of this research was provided by peer review (Vendrig and Schaafsma) in the Journal of Occupational Rehabilitation 2018.

Journal of Psychiatric and Mental Health 2020

The Well-Being Insight In Detail

Thriving Teams

Thriving teams enjoy coming to work, have a positive outlook, adopt proactive thinking, are collaborative and productive and produce high quality work because work demands are sustainable, autonomy levels are appropriate for team members, challenges tasks and skills are broadly in balance, work relationships are constructive, supportive and value driven. Managers pre-empt Psychological Harm.

Hiving Teams

Teams that display Hiving characteristics are likely to be working very hard but not achieving the full benefits of that effort. Work systems may not be effective. Duplication of effort is common and individuals are often not valued for their contribution. Work relationships are not always team focused and team members often go home tired and exhausted. Productivity is often impaired and mistakes can occur.

Surviving Teams

Surviving teams struggle to function optimally. Individuals may be present at work but not able to give their best. Decision making may be impaired because team members find it hard to focus or concentrate. Levels of support from colleagues or managers may at best be modest. Many team members may be thinking of finding another job. Frequently there are poor levels of recognition for contribution either by colleagues or by managers. High absence levels are common. Productivity is impaired.

Team Works provides an overall Thriving, Hiving and Surviving® score in relation to a team's overall level of Psychological Safety.



Compassionate Mind Model

Further analysis is provided utilising the Compassionate Mind Model created by Professor Paul Gilbert.

We can identify which aspects of the work environment warrant your attention. We provide an insight into the relative impacts: Content of the work; the volume, variety and pace of work; the levels of perceived stress staff report.

We then consider if the conduct and behaviour of leaders, managers and colleagues or the capability and capacity of individuals to cope with their work environment is having the greater impact.

This approach based on sound psychological theory and practice, allows you to have confidence in the analysis and value of the practical recommendations provided.

The Retail Industry...

Retail is the largest industry sector for employment, up 12% on all other sectors. With this comes a raft of unique challenges - staggering turnover rates, cut-throat competition and volatile needs due to seasonality.

Unlike other industries, retail positions don't necessarily need a qualification, educational background or experience, whilst this may be a good thing it does make shortlisting and identifying the right candidates difficult. Employees working in retail need excellent customer service skills, but this is a difficult trait to judge during the traditional interview process.

How critical is the level of customer service to the bottom line of your business? The level of service your customers receive is largely dependent on the discretionary effort, actions and behaviour of your employees.



Interestingly US studies highlight the increase in sales per square foot where there is a strategically embedded psychologically safe environment.

Hiring good retail managers and upskilling good sales staff to become good leaders is imperative in retail. A survey of more than a million employees in the US established the #1 reason people leave a job is because of a bad boss or line manager.

Good retail managers must have great organisational skills, there is no place for micromanagement and the most successful are hands-on, doers and active on the sales floor. A strategy for retaining good retail managers also needs to be considered for continued success.

To optimise discretionary effort levels retail organisations are increasingly realising the value of creating psychologically safe environments, which enable staff to select and deploy the highest levels of customer service and care.

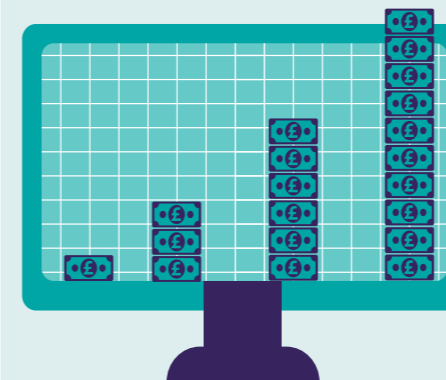


There are so many aspects of customer service that rely upon human interaction and judgement, these will benefit most from psychologically safe environments. Measuring this at a team level provides the best opportunity to bring about change and achieve the highest levels of customer's satisfaction



❖ 86% will pay more for great customer service

❖ 40% of customers will buy more products when they experience great customer service.



❖ over time great customer service generates loyal customers, and loyal customers are worth up to 10X the amount they initially spend.

Team Works Can Help!

We have a range of options available:

- ❖ Become a certified Team Works partner and run Team Works surveys in-house at your convenience.
- ❖ Enlist our services, we will set-up the surveys, feedback the results, design and implement bespoke interventions.
- ❖ We will also deliver your results to the Board in a presentation, with question and answer session, if required.



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For further information about Team Works or becoming a Team Works partner please contact:

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Other tools available from Wellbeing Works:



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Linked  Wellbeing Works