



INSTITUTE OF DIRECTORS  
IN IRELAND

## **Breakfast & Evening Briefing Series**

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# MY PEPTALK



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CO-FOUNDER PEPTALK





**PLAY • EMPOWER • PERFORM**

**WE BUILD GREAT PLACES TO WORK, WHERE  
EMPLOYEES REACH THEIR FULL POTENTIAL THROUGH  
HEALTHY HABIT FORMING + SOCIAL CONNECTION**



# #1.PLAY

1. CULTURE
2. PURPOSE
3. TEAMWORK



# #2. EMPOWER

1. GROWTH MINDSET
2. COMMUNICATION
3. COURAGEOUS CONVERSATIONS







# #3.PERFORM

1. THE PERFORMANCE TRINITY
2. COMMITMENT



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# WE AREN'T SOLVING FOR A WORKPLACE WELLBEING PROBLEM !

[BET YOU DIDN'T EXPECT US TO SAY THAT]

DRIVE SUSTAINABLE EMPLOYEE ENGAGEMENT THROUGH  
OUR WORKPLACE WELLBEING PLATFORM





# SO, WHAT'S HAPPENING IN COMPANIES ?

Global Employee Engagement  
Scores Remain between  
20-30%

Over three quarters (78%) of Irish companies  
have experienced 'moderate' or 'extreme' skills  
shortages over the past twelve months

Global Trust Barometer  
Between Staff & Employers  
Is LESS than 20%

Productivity & Performance  
Continue to Decline Globally

OECD

*What are we solving for?*

**ATTRACTION**



**PERFORMANCE**



**ENGAGEMENT**



**RETENTION**



**TEAM DYNAMICS**



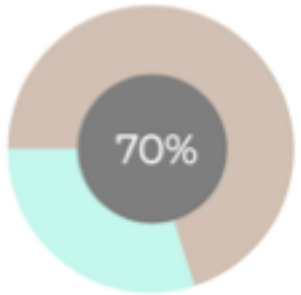


# our wellbeing - we need help!

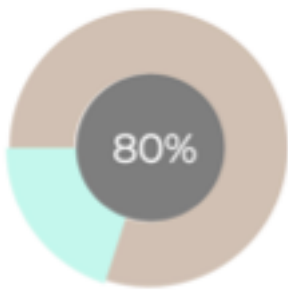
WISH FOR

V'S

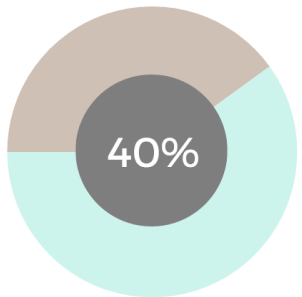
REALITY



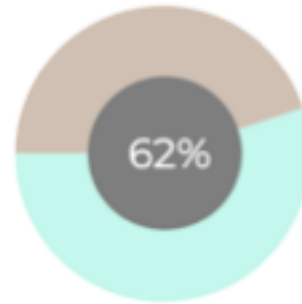
Be more active



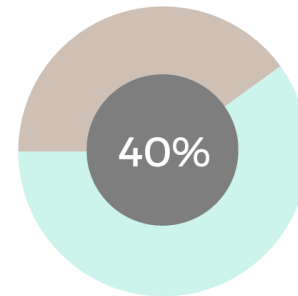
Eat healthier



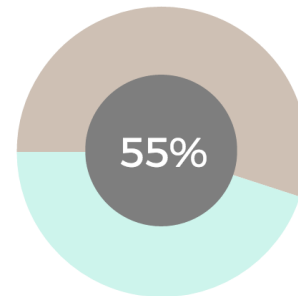
Take better care of  
mental health



Overweight or obese

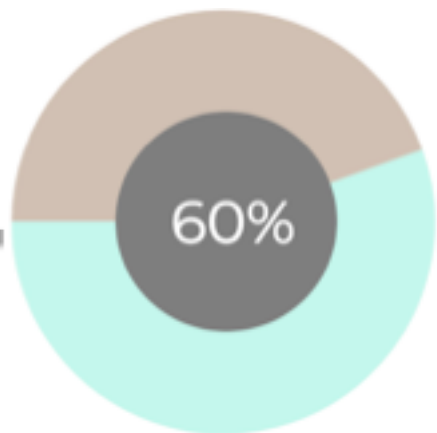


Totally or extremely  
inactive during the day

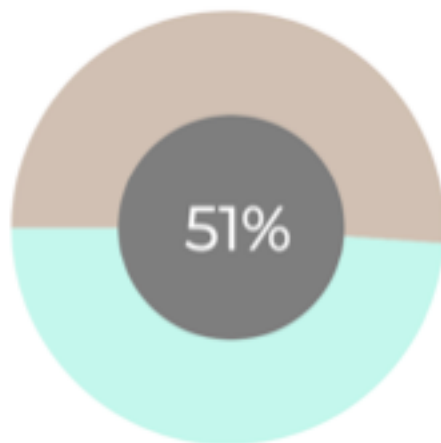


Stress and anxiety

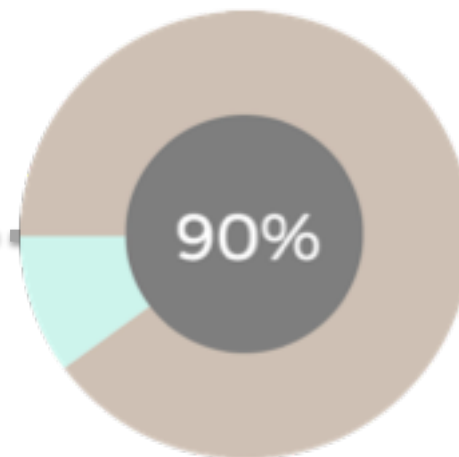
# the 101



#Attraction



#Retention



#Productivity



# bottom line impact

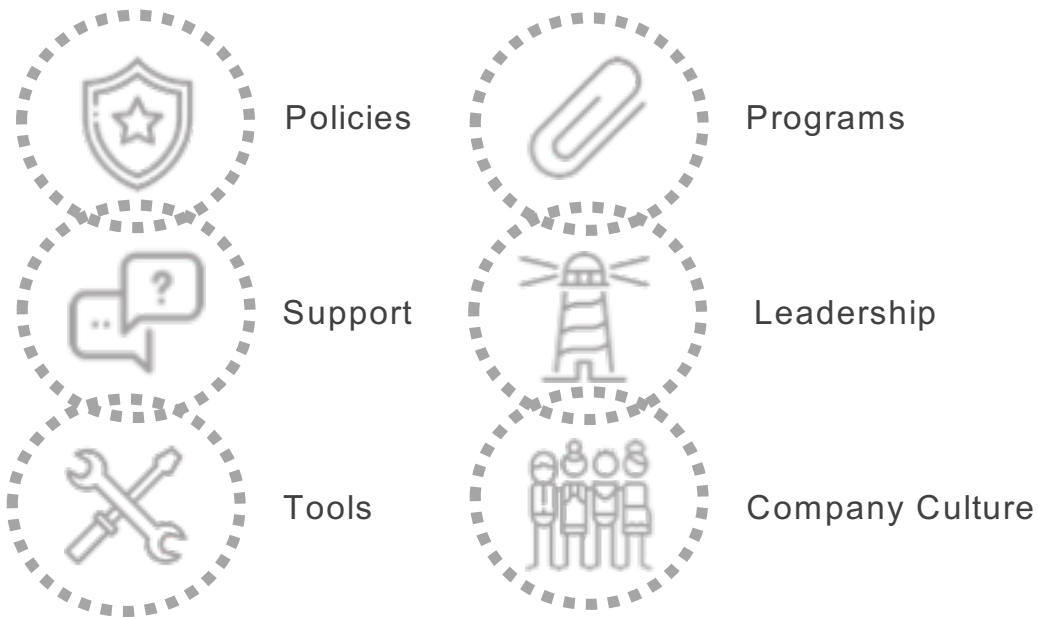
45 HIGH SCORERS ON  
EMPLOYER HEALTH &  
WELLBEING SCORECARDS,  
OUTPERFORMED THE 500  
LARGEST COMPANIES LISTED  
ON THE S&P INDEX BY **235%**

JOEM

Journal of  
Occupational and  
Environmental Medicine



# WHAT INFLUENCES A CULTURE OF WELLBEING





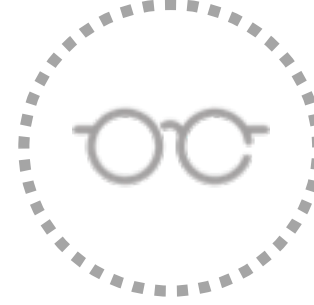
# how to build a culture of **WELLBEING AT WORK**



Start with the  
BIG Picture !



How will you measure it ?



Leadership Buy-in  
and Budget



Engage the Team &  
Think Diverse



Brand that baby up!



Feedback & Iterate



Build out a plan, and  
write it down



Part of how we work daily,  
more than lip service



Diversify Ownership

# Our advice!

- ★ KNOW WHAT YOU WANT TO ACHIEVE (#STRATEGY)
  - ★ HOW CAN YOU TACKLE THIS HOLISTICALLY (#PLAN)
  - ★ WHO WILL OWN WHAT (#DRIVER #BUDGET) ?
- 
- ★ NEEDS TO BE AN ON-GOING SUSTAINABLE PROGRAM THAT'S ALIVE DAILY
  - ★ ITS ALL ABOUT MEASURING AND IMPROVING
  - ★ KEEP THINGS FRESH & FUN!



you rock!

**WWW.PEPTALK.IE**

