



Mental Health Services Organization
Leadership Seeks Solution to Respond
to Staff Needs & Reduce Anxiety
During Covid

Product: Culture Five





This Case Study is designed to be a reference guide for a Coach to provide useful examples of Culture 5 Success Metrics to Leaders, Clients or Prospects

EXECUTIVE SUMMARY

Product: Culture 5, 12 Polls

Client: Mental Health Services Organization

Employees: 150

Results:

- VP & C-Suite were able to connect with all levels of employees to provide actionable response to Staffs Needs every 30 days during an extremely challenging time for this mental health services organization.
- Leadership, working with the Culture Coach over a 12 month period *during Covid*, successfully reduced staff anxiety from 85% to 55% through improved communication during improved communication strategies
- Managers & Staff felt heard/connected to the organization & it's Leaders, increasing feelings of connectedness from 25% to 60% in 6 months
- Staff/ Managers shared a 'greater sense of ease' at work, resulting in a decrease in 'time off work' requests

CASE STUDY BASICS

EXECUTIVE SUMMARY

The Situation

COO asked Coach if a Culture 5 (C5) Assessment would help collect Well Being, Feelings and Anxiety data for Non-Clinical Staff, 6 months into Covid. Senior Staff, Directors & Teams work with and support 'At Risk' Communities struggling with Mental Health Issues in the regional metro community. COO & VP wanted to ensure Senior Staff was: 1) Effectively communicating to Internal Teams and 2) All Teams/ Staff Members had a voice directly to Leadership to share what they were personally experiencing or needed.

What Coach Did

Implemented a 12 month, C5 Program with a monthly Debrief & Action Plan executed every 30 days. VP & Coach worked to build and deliver a timely communication strategy for Leadership & Staff that aligned and supported the 1-2 identified Leadership Needs employees fed back via monthly Check In.

What We Learned

VP was effectively trained to deliver the 'Action Plan' and next steps every month to Directors, then senior Staff communicated those plans with Teams/employees. **At the 5th month check in**, VP visited all Senior Teams & Staff personally, expressing empathy, sensitivity and was proactive to Staff requested Needs in a 'high stress situation,' which reduced Anxiety & Disconnected Feelings across the organization. By demonstrating Care and providing timely communication/ feedback, employees felt heard, responded to and reported a 'greater sense of ease' at work.

Value to Coach

Coach was able to engage at an elevated level with C-Suite Leaders.

Value to Executive Team

Directors meetings were focused on what they could do to mitigate anxiety, stress with their team and demonstrate 'leaders were listening.' Consistent collaboration between Coach and Decision Makers reached a desired goal of improved communication and increased trust at all levels of the organization.

Metric Summary & Poll Highlights

Hospital Health Group	30 Day – Baseline	90 Days	6 Months	12 Months
Participation	98%	92%	100%	92%
Culture Score	Neutral	Distracting	Distracting	Neutral
Well Being Index	Concerned	Concerned	Concerned	Stable
Anxiety at Work Rating	High	High	Concerned	Concerned
Feelings Index	28% Connecting	25% Connecting	60% Connecting	43% Connecting
% Reporting Anxiety	80%	80%	60%	55%
Leadership Behavior Requested	Ask Us How We are Doing & Offer to Help	Ask Us How We are Doing & Offer to Help	Ask Us How We are Doing & Offer to Help	Set Clear Expectations & Priorities
Action Plan	Tell Us How the Organization is Doing/ Set Clear Expectations & Priorities	Ask us How We Are Doing/ Offer to Help	Tell Us How the Organization is Doing/ Offer More Flexible Working Options	Ask Us How We are Doing/ Offer to Help
What Changed			At the 5th Month Check In , the VP visited every single Director’s team, to demonstrate care, provide timely communication...resulting in employees feeling heard and a dramatic decrease in Anxiety & increase in employees feeling Connected to the org and leaders.	