

# Employee Network of the Year

Winner

T.R.U.S.T.

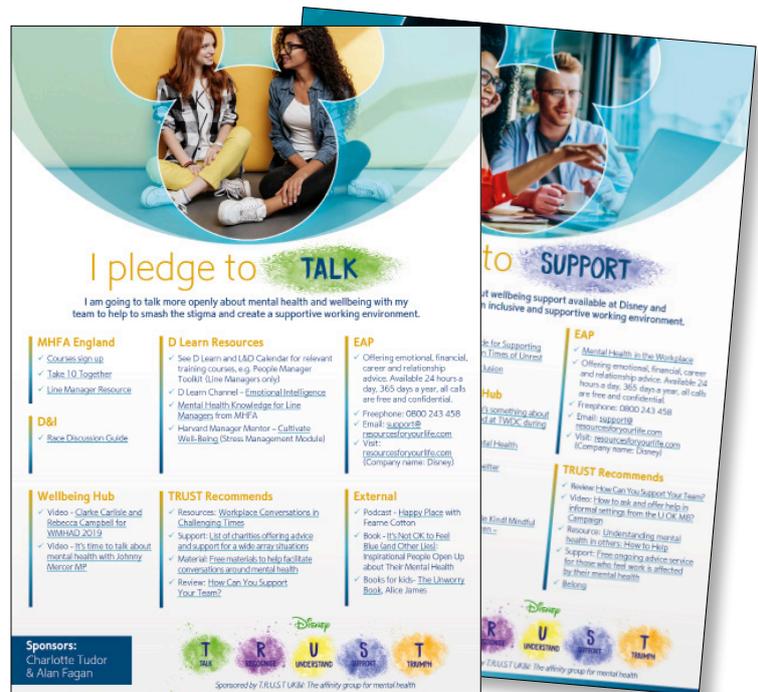
The Walt Disney Company

This category looks to identify a workplace that has established a successful peer network of champions and advocates: a team of workers who commit to supporting colleagues in addition to their day job

Disney tells stories and its employees are storytellers. But mental health wasn't always at the forefront of that story. Over the last 48 months the company has built a more understanding workplace, where people feel listened to and able to be their whole selves. Disney T.R.U.S.T. has been a crucial player in that change. The affinity group was formed in January 2019 by two employees, Charlotte and Colette, who are advocates for the Mental Health First Aid programme and have been positive role models in sharing their own mental health journeys. They strive to create safe spaces for conversations about mental health, providing support and events that all employees can benefit from.

T.R.U.S.T. encourages Disney employees to: TALK about mental health; RECOGNISE the impact of mental health issues; UNDERSTAND and deal with mental health issues, both their own and their colleagues'; SUPPORT openness in discussing mental health in the workplace; and finally to TRIUMPH and establish a community where people can come together in support of positive mental health. T.R.U.S.T. encourages employees to be champions of mental health within their own lines of business, challenging leaders to prioritise the wellbeing of their employees.

The T.R.U.S.T. pledge was launched



The T.R.U.S.T. pledge was launched across Disney's EMEA region. Leaders championed openness and promoted resources

across Disney's entire EMEA region, in partnership with local HR teams. Leaders, including Country Managers, signed up and made personal video pledges to champion one or more of the key pillars.

Working from home demanded a pivot from leadership to connect with their teams and to prompt them to share how they really are. T.R.U.S.T Coffee Conversations created safe spaces within

# Highly Commended

the work community where employees discuss mental health challenges. On average more than 50 employees attend each session, which is split into smaller groups so people get a chance to interact.

Wellness Wednesdays were part of a strategic approach to prompt leaders to provide greater flexibility and support teams' mental health with meeting moratoriums, Zoom-free hours and adjustments for focus on wellbeing. Regular events and proactive pandemic communications to encourage employees to be part of the conversation also include yoga, mindfulness and creative sessions for employees and their families.

## Achievements

The impact of T.R.U.S.T.'s work can be seen in the increased interest in attending the various conversation-starting sessions. More than 400 employees from 23 countries joined five Senior Executives in signing up for a 12-month pledge, creating a huge cultural shift. The T.R.U.S.T. newsletter goes out to more than 500 people every month.

An increase of more than 170% in usage of the EAP from May 2019 to May 2020 showed that the consistent communications about this service are working. Pulse surveys paint a picture of a workforce that, while struggling with the pandemic, does in general feel supported by managers and the business. Week on week, more and more people are accessing The Wellbeing Hub. In the monthly Town Hall sessions hosted by Disney's UK&I Country Manager, employees are asking questions about mental health and wellbeing support, showing that the stigma is being broken and that staff can now openly care about each other in a way they were never able to before. ■

## Judges' comments



It's great to have such strong leadership buy-in. The coffee conversations are a great idea during remote working.



I like the use of the T.R.U.S.T. pledge to commit leaders to make a difference and focusing on the five key pillars. It is good to see regular open conversations between managers and their teams.



Very clever and clear strategy – easy to communicate and understand plus align initiatives and metrics to. Plus a *Toy Story* reference – love it!

Ogilvy UK – Roots  
Ogilvy UK

## Shortlisted

- Mind Your Mind  
Capital One UK
- Asia Health and Wellbeing Network  
GSK
- Healthy Minds  
Gymshark
- Mental Health Advocates  
Lloyds Banking Group
- MVF: A LEEP Forward for Mental Health  
MVF
- Breathe – the mental health network  
Norton Rose Fulbright
- Shawbrook Bank