

Best Sustainable/Ongoing Mental Wellbeing Strategy

THIS CAN

HAPPEN.

in association with
A&O SHEARMAN

GLOBAL AWARDS
2025



Winner // WAVE

This award recognises an organisation that has continued its commitment to mental wellbeing in the workplace and has built on its strategy year on year.

Since its founding in 2017, Wave has worked to create an environment where employees feel safe sharing who they are and what they're going through – free from stigma or judgement. From anxiety and addiction to menopause, men's mental health, and beyond, the company has consistently broken down taboos around sensitive topics. Despite budget challenges, leadership has demonstrated that investing in wellbeing – whether time or money – directly strengthens business performance. Today, wellbeing is not just a policy at Wave; it's a core business value that continues to evolve each year.

A Holistic and Evolving Wellbeing Strategy

Wave's wellbeing framework spans physical, mental, and financial health – with social wellbeing added in 2025 to recognise the growing need for human connection in hybrid work. The approach combines education,



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compassionate management, and accessible benefits that promote resilience and balance.

An early intervention scheme ensures employees can be triaged by psychiatric nurses before reaching crisis point, while employee-led groups such as Talking BS, Go with the Flow, The Hot Flashes, and One Wave foster community and peer support.

The company's standout initiative, the Living Library, features virtual "books" written by employees sharing lived experiences with issues like addiction, PTSD, and domestic violence – a unique and powerful tool



Talk Works Podcast, joined by HR leader Jane Austin, who shared how businesses can move beyond quick fixes and start creating real, long-lasting wellbeing strategies that support their people

for empathy and understanding. Wave has also expanded support through financial coaching, parental guidance, and a new wellbeing app, ensuring care extends across every aspect of employees' lives.

Results & Impact

Wave's results show how wellbeing drives performance. Despite one-third of staff being in customer-facing roles, the company achieved a 97.2% attendance rate and just 4.46% turnover in 2024/25.

Employee engagement remains exceptional, with 97% survey participation, an 82% engagement

score, and 88% of employees feeling their manager cares about them personally. Customer satisfaction has mirrored this success, with Trustpilot scores rising from 4.5 to 4.8 over six years.

Initiatives such as the Living Library and campaigns on suicide prevention, domestic abuse, and gambling have further strengthened Wave's culture of openness, compassion, and trust – proving that when people feel supported, both wellbeing and business thrive. ■

Judges' comments

+ The statistics speak for themselves in terms of the powerful impact on employees, which also meets the strategic targets.

+ I love love the living library!

SHORTLISTED

→ Bright Horizons UK

→ Enginuity Group