

Winner// LIVE MORE OFFLINE – DIGITAL CULTURE DIAGNOSTIC™

This category recognises the use of a product or technology to implement mental health and wellbeing support

The rise of hybrid working since the pandemic has transformed workplaces everywhere. This seismic shift has happened while retirement ages are rising and burnout is on the rise. To protect employees' mental health, manage work-time and keep careers sustainable, we need to put some effort into shaping digital ways of working.

Live More Offline's Digital Culture Diagnostic™ provides data-driven insights and recommendations to shape an inclusive and healthy digital culture tailored to each employer's people. This is followed up with algorithmically curated training aimed at changing digital habits.

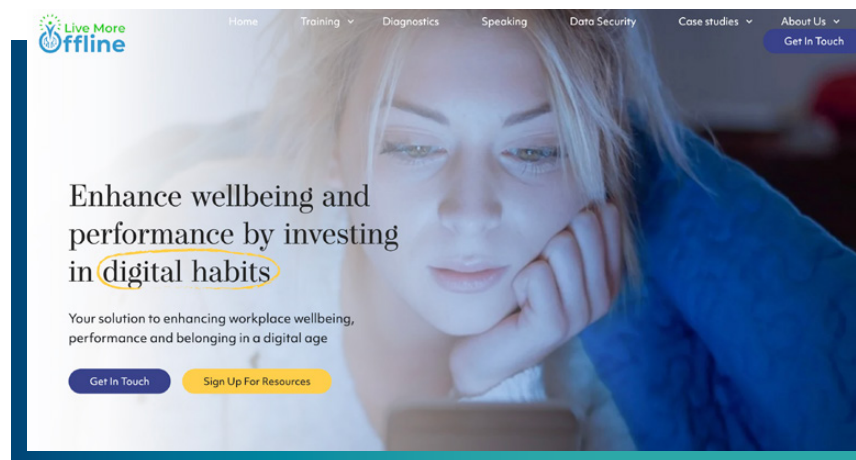
Cracking the code

Northcoders is a social enterprise that offers coding training to help young people from diverse backgrounds access the IT sector. Northcoders aspired to understand their people's experiences of the hybrid environment and eventually move to a shorter and more productive work week.

Northcoders reached out to Live

More Offline to help them learn more about their culture through the Digital Culture Diagnostic™, so they could co-create their people strategy and workplace initiatives with their people. Live More Online started by inviting Northcoders' people to undertake a Digital Experiences Survey on perceptions of their digital working environment. Anonymously correlating perceptions with demographic markers helped Northcoders understand inclusivity trends across their workforce, for example how gender minorities and caregivers experience work-life balance, loneliness, or ability to disconnect. This was followed up with consultancy to help Northcoders explore options.

Another client, the British Society of Rheumatology (BSR), wanted to pilot a shorter working week, but were unsure about impacts on productivity and staff stress. BSR commissioned Live More Offline to run four workshops before the pilot, focusing on digital productivity, deep focus and smarter asynchronous working. The aim was to regain the time lost to email, chat, and meeting practices.



Live More Offline aims to help humans to thrive in a digital world

At the midway point of its six-month pilot of the 4.5-day working week, BSR conducted the Digital Culture Diagnostic™ to understand its people's challenges. Based on the strengths and opportunities identified, Live More Offline developed a bespoke workshop series to improve meeting culture, which garnered strong feedback from employees. BSR is looking to pilot Live More Online's on-demand E-learning modules, which will link to the DCD, providing a wellbeing journey tailored to employee experiences. This is an unprecedented step in driving culture change that recognises everyone is different.

Achievements

For Northcoders, the Digital Culture Diagnostic™ was instrumental in establishing a baseline understanding of the needs of its people. As a result, Northcoders was able to create

policies and an organisational strategy that have enhanced productivity while prioritising inclusivity and wellbeing. The company has also taken great strides towards its ambition of implementing a four-day working week.

At BSR, the organisation surveyed its people three months after their initial workshops with Live More Offline. 100% of people said productivity had improved and 98% said wellbeing had improved. BSR's journey in exploring new ways of working to cultivate a strong working culture has been transformative. In just one year, it has seen employee satisfaction grow to 97%, reduced rates of absenteeism, and improved feedback for work-life balance and workload management. ■

Judges' comments

- + Love this entry and the important conversation around our relationship with technology.
- + Great service! What stood out to me was the fact that in one company where DCD was implemented 100% of people said their productivity improved and 98% said they saw an improvement in wellbeing.

HIGHLY COMMENDED

- Lloyds Banking Group - Talking Suicide
- Shout

SHORTLISTED

- Mental Health Innovations
- The Petros Organisation Ltd
- Benefex
- Mars Pet Nutrition Europe
- ESSTA
- YuLife