

Head of Wellbeing Award

Winner// BEV TAYLOR – OGILVY HEALTH & OGILVY UK

This category recognises an inspirational Head of Wellbeing. Entries are open to any leader regardless of where they sit or their department within the organisation

Bev goes above and beyond as a generalist HR professional. A people-first leader, Bev understands Ogilvy's people need to be well for the organisation to grow and for its clients to thrive and reach their goals. Her passion and aptitude for wellbeing, ensure Ogilvy's staff can be at their very best.

From the female reproduction cycle, to grief from men's health to suicide, she's not afraid to tackle the stigmatised topics. A Mental Health First Aider and ally, she was instrumental in rolling out First Aid training to the general population of Ogilvy Health.

Bev provides strategic leadership and guidance to support the people agenda at Ogilvy. She leads Thrive, Ogilvy's wellbeing offer, which incorporates benefits, mental and physical wellbeing and uses its platform to promote awareness and reduce stigma. Bev champions mental wellbeing by modelling with openness and candour in all conversations with

Ogilvy employees, her team and senior stakeholders. She demonstrates the positive impact breaking stigma around mental health has on the business, improving growth, client satisfaction, employee retention and engagement.

When challenged by senior stakeholders about Ogilvy's 2023 mental health activations she demonstrated their value, leading to approval of the subjects being tackled.

Achievements

Bev was the instigator and driving force behind Ogilvy's workplace campaigns for Baby Loss Awareness (Oct 2022; 164 engagements), Suicide



Bev champions mental wellbeing by modelling with openness and candour in all conversations.



Bev is not afraid to tackle tough topics

(Sept 2023; 120 engagements) and Grief (Dec 2023; 38 engagements). All campaigns had films covering experiences of our colleagues. She created trusted relationships with participants, leading them to feel safe and confident telling their personal and sensitive stories, and ensuring psychological safety before, during and after filming.

Sensitive handling

Editing was undertaken with care and consideration not only for those on film but also the viewing audience. Bev introduced two films encouraging people to get in touch, empowering employees to access help and line managers to support. She followed up

with participants when the films launched, a vulnerable time.

Bev was instrumental in Ogilvy achieving a TCH Award and Menopause Friendly accreditation in 2022; elevating the company's policy, enhancing support, creating champions telling life stories and setting up a peer group. She was the HR lead for "Throwaway Comments Lifelong Hurt", educating about the lasting mental health impact of workplace microaggressions.

Bev champions her reports to achieve wellbeing, allowing people autonomy to work in a way that's best for them, and building trust with candid conversations.

In 2023 Bev discovered Andy's Man Club. Loving its simplicity she championed a Men's Health workshop aiming to establish an Andy's Man Club at Ogilvy. The initial workshop in November sold out within a day.

Finally, Bev's mantra "be human to everyone" is exemplified by her emphasis on ensuring an excellent employee experience throughout the employee life cycle for everyone. ■

Judges' comments

- + It is clear that she is driven by the desire to tackle the stigma and has gone above and beyond.
- + Bev is clearly a truly inspirational individual fuelled by a personal purpose to make a difference to people.

HIGHLY COMMENDED

→ Ruth Pott,
BAM UK and Ireland

SHORTLISTED

- Nasrin Oskui,
Deutsche Bank
- Helen Foster,
Sodexo UK & Ireland