

# Best Sustainable/Ongoing Mental Wellbeing Strategy

AWARDS 

THIS CAN HAPPEN GLOBAL.

In association with

A&O SHEARMAN

THE INTERNAL SUPPORT AWARDS

**Winner //**

## STANDARD LIFE PLC

**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.**

Standard Life's multi-year approach has transformed the organisation's mental wellbeing from a grassroots initiative into an embedded and preventative strategy.

Rising mental health-related absence and colleague feedback highlighted a gap between strong wellbeing benefits and colleagues' lived experience. Standard Life recognised the need to move beyond reactive support towards earlier intervention, greater psychological safety and a culture where people felt able to speak openly about mental health.

The journey began with the colleague-led Mind Matters network, demonstrating the power of lived experience, peer support and open conversations. This grassroots foundation has since evolved into a sustainable, organisation-wide approach designed to embed



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wellbeing into everyday work and support colleagues to thrive.

### **From Grassroots to Embedded Wellbeing**

Between 2018 and 2021, Mind Matters created safe spaces for conversation and helped reduce stigma through storytelling, peer support and awareness initiatives. Mental Health First Aiders, wellbeing champions and campaigns expanded access to support.

From 2021, Standard Life focused on building organisational capability. More than 200 managers completed



People Leader Wellbeing Hub: embedding the wellbeing strategy into everyday leadership practice

mental health training, with 98% reporting increased confidence to support colleagues. Senior leaders also played a visible role in reducing stigma and encouraging open conversations, while colleague surveys, absence data and service insights helped shape ongoing improvements.

Since 2023, wellbeing has become increasingly embedded into core processes, including absence management, HR and the wider colleague experience. Manager toolkits support earlier and more confident wellbeing conversations, while inclusive life-stage initiatives such as the menopause programme and Menopause Friendly Accreditation have broadened the approach.



### **Results & Impact**

The strategy has strengthened engagement, confidence and psychological safety. Mind Matters now has 1,300+ members, Mental Health First Aiders support 200+ colleagues annually, and 98% of managers completing menopause training report greater confidence. Crucially, 84% of colleagues feel more comfortable discussing mental health openly, reflecting a positive cultural shift.

### **Evolving for the Future**

A dedicated wellbeing team established in 2026 will help sustain and expand support across menopause, financial wellbeing, fertility and cancer. This reinforces the shift towards a preventative, organisation-wide approach, embedding wellbeing into leadership, everyday processes and colleague experience. ■

## **Judges' comments**

+ What stands out in this submission is the clear evidence of wellbeing becoming part of how the organisation operates.

+ Great to show clear progression and sustained support in this area.

## **Highly commended**

→ Alzheimer's Society

## **Shortlisted**

→ Haleon