



BIMA

Well-being Toolkit 2024

Welcome

A group of people, including a man with a beard and a woman with a headband, are shown from the chest up. They have their hands raised in the air, suggesting an active workshop or meeting. The background is slightly blurred, showing other people and what appears to be a presentation board with some text like 'BIG C...', 'ENT...', and 'EN A...'. The overall tone is warm and collaborative.

Hello everyone,

Within the agency community, prioritising mental wellbeing isn't just important—it's absolutely essential. The challenges we face, from rapid changes in our industry to the pressures of daily life, highlight the need for us to take care of our mental wellbeing now more than ever.

It's startling to see Deloitte's findings, which highlight the stark reality: poor mental health costs UK employers, including us in the tech sector, up to £56 billion a year. Beyond the numbers, it's a wake-up call about the risk of burnout and the urgent need for us to act collectively on our need to prioritise our wellbeing and the wellbeing of others.

This toolkit represents more than advice; it's a commitment from all of us at BIMA to prioritise and protect our mental wellbeing. It's designed to be a practical guide, with useful tools for everyone working in agencies to help us to navigate the challenges we face together with understanding and support.

As we continue to push the boundaries of what's possible, let's also ensure that we're looking after ourselves and each other.



About the BIMA Wellbeing Council



Behind the growth and innovation of any industry are its people. We have a duty of care to look after and support their physical, emotional, and psychological needs for sustainable growth.

This council will raise awareness, support, and champion wellbeing initiatives that will help BIMA members take action to create greater mental, physical and financial wellbeing for greater success for themselves and the organisations they serve.



Dan Willis



Deanne Walsh
Mando & Dewa



Linda Murphy-Ericsson
Creditspring



Tom Kingham
J B Cole



Rianna Mitchell
Zone

Visit:

bima.co.uk/councils/wellbeing/

Tools for employees



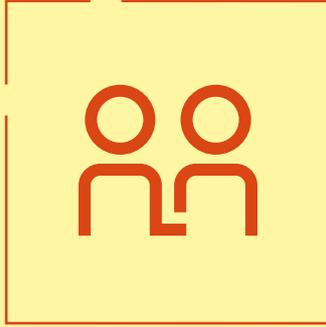
From mindfulness techniques to nurturing healthy habits we invite you to explore these helpful wellbeing tools and practices to help you thrive both professionally and in your personal lives:



1

Be in the moment

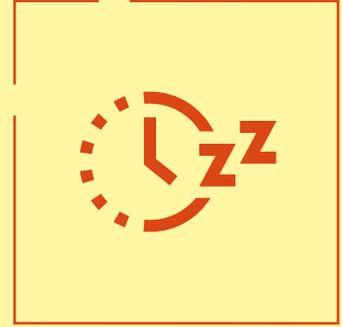
- ✓ Breathe and centre your thoughts in the present with the help of mindfulness apps like Headspace and Calm.
- ✓ Create a mindset of gratitude with just three daily gratitudes, reprogramming your thought patterns toward positivity and resilience.
- ✓ Journaling offers a reflective mirror to your soul, helping you process thoughts and emotions with clarity.
- ✓ Engage in breathing exercises, yoga, or pilates to harmonise body and mind, creating both a sense of balance and calm.



2

Employee Assistance Programs (EAP)

- ✓ For moments when you need extra support, EAPs are here to offer confidential counselling and mental health support.
- ✓ Resources like the Hub of Hope mental health database, Shout the support textline, and Able Futures government funded support, all provide a safe space for you to seek help, reminding you that you're not alone.



3

Sleep and activity

- ✓ Enhance your sleep quality by limiting blue light exposure before bedtime and maintain a cool, comfortable sleep environment (60-70 degrees).
- ✓ Aim for consistency in your sleep and wake times, even on weekends, to stabilise your body's internal clock.
- ✓ Regular physical activity is good for the body and the mind, acting as a natural stress reliever and mood booster.



4

Hydration and nutrition

- ✓ Hydrate generously (2-3 litres a day) and choose foods that naturally boost water intake like fruits and vegetables.
- ✓ Limit caffeine and enrich your diet with Omega 3, Vitamins B3, B6, and B12, essential nutrients that support brain function, energy levels, and overall well being.



5

Stress management

- ✓ Use the Eisenhower matrix for task prioritisation, helping you focus on what's truly important and urgent.
- ✓ Incorporate mindfulness practices such as meditation, box breathing, or body scanning to centre your thoughts and reduce anxiety.
- ✓ Desk yoga and the Pomodoro technique (regular breaks) are practical tools to integrate into your workday, promoting physical flexibility and mental focus.
- ✓ Don't underestimate the power of conversation. Talking to someone, whether a colleague, friend, or professional, can provide relief and perspective.



6

Join our community

- ✓ Explore the #BIMAWellbeingChat Slack channel, a dedicated space for BIMA members to share and support each other.
- It's a place where experiences, challenges, and successes can be shared openly.

Tools for agencies



It's vital that we create an environment that not only encourages creativity and productivity but also supports the mental and emotional wellbeing of every team member. Here are some tools and strategies designed to create a culture of care and resilience within your agency:



1

Onboarding

- ✓ Make sure to integrate mental health discussions into the employee onboarding process, setting clear expectations and providing role clarity from day one.
- ✓ Pair new starters with a buddy from pre-onboarding, offering a friendly face and immediate support as they transition into the role within the agency.
- ✓ Provide training in essential software and systems, ensuring new starters feel prepared and supported.
- ✓ Conduct regular and supportive one-to-ones (121s) to monitor progress and wellbeing.



2

Flexible work policies

- ✓ Adopt flexible work arrangements to reduce stress and meet the diverse needs of your team. This approach acknowledges the unique circumstances of each individual, promoting a healthier work-life balance.
- ✓ Implement the HSE Management Standards to assess and manage workplace stress effectively, ensuring a supportive work environment for all. Remember a stress risk assessment is a legal requirement.



3

Virtual team-building activities

- ✓ Organise virtual team-building activities to enhance connections among remote teams. From online escape rooms to virtual coffee breaks, these activities can bridge the distance, creating a sense of belonging and teamwork.



4

Workshop and training

- ✓ Host mental health workshops, ranging from general awareness sessions to mental health first aid training, led by experienced well being partners. This educates and empowers employees, creating a supportive network within the agency.
- ✓ Remind employees of the services that they have access to — people don't always remember they are there when they need them most.



5

Feedback platforms

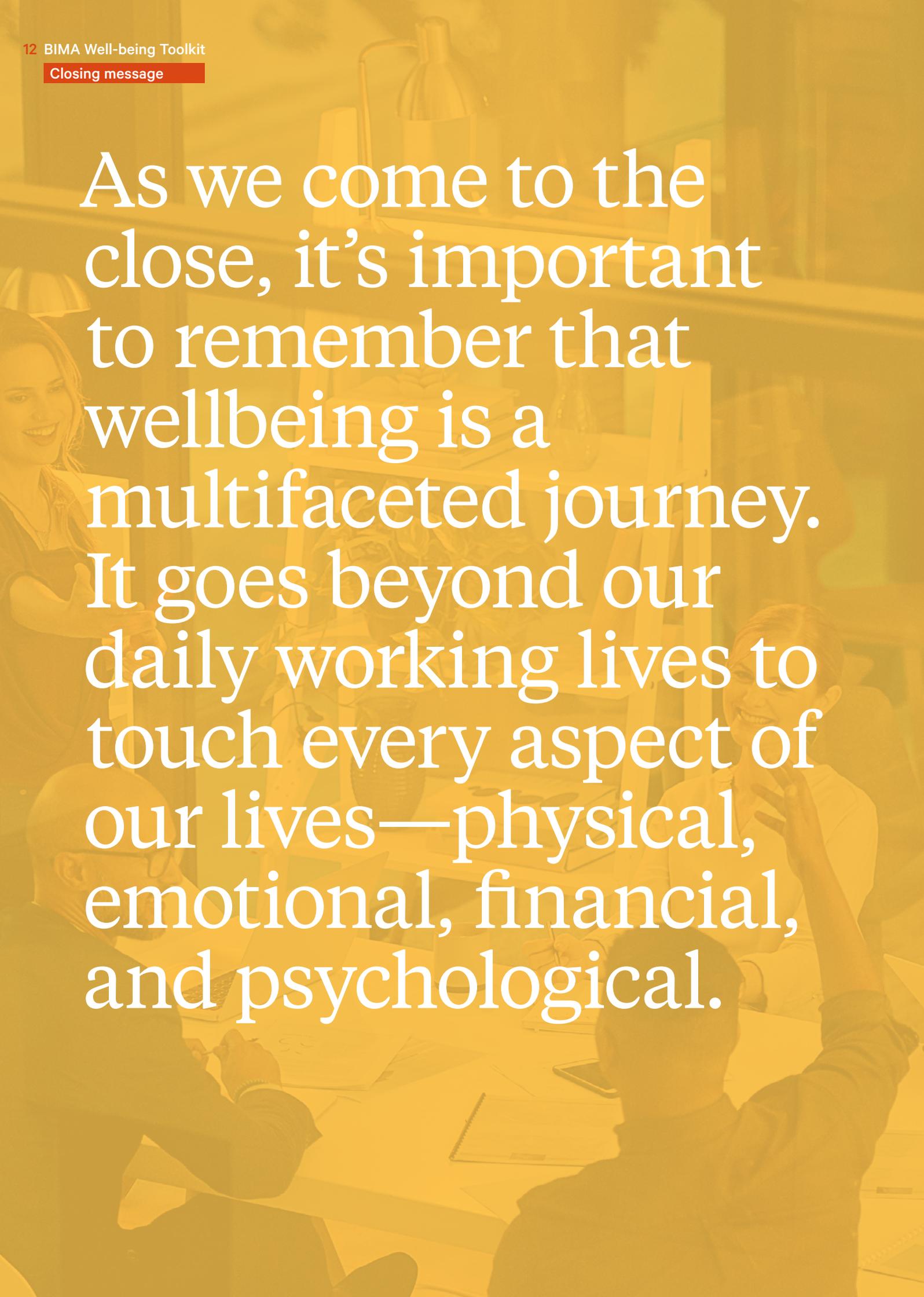
- ✓ Utilise tools like SurveyMonkey or Google Forms to gather anonymous feedback, allowing for honest communication and insights into the team's wellbeing. This feedback will help you make informed decisions that prioritise mental health.
- ✓ Consider using "The Manual of Me" or "Wellness Action Plans" in 121 meetings, to support those who are struggling.



6

Mental health allies

- ✓ Encourage the formation of mental health allies within your agency. These individuals can offer peer support and guide colleagues to appropriate resources, including the #BIMAWellbeingChat on Slack for ongoing community support.



As we come to the close, it's important to remember that wellbeing is a multifaceted journey. It goes beyond our daily working lives to touch every aspect of our lives—physical, emotional, financial, and psychological.

Embracing a holistic approach to mental wellbeing means acknowledging and addressing the diverse needs and challenges we face, not just as professionals but as individuals navigating the complexities of life.

Below we share further tools to seek support and guidance on your wellbeing journey.

Support sources

Support resources such as; Able Futures, Hub of Hope, and Shout, along with an invaluable Employee Assistance Programmes (EAP), are here to support you. Whether seeking a listening ear or professional advice, these channels are there for you to reach out to.

Articles you may be interested in:

[Beating Workplace Loneliness by Being 'Happier Together'](#)

Reading list

- ✓ Liggy Webb offers bite-sized wisdom for everyday challenges. Explore more at LiggyWebb.com/books
- ✓ “I Had a Black Dog” by Matthew Johnstone, an exploration of depression
- ✓ “Why We Sleep” by Matthew Walker, revealing the transformative power of rest
- ✓ “The Stress Prescription” by Elissa Epel, offers strategies for managing stress
- ✓ “Why Zebras Don’t Get Ulcers” by Robert M. Sapolsky, explores stress and health
- ✓ “Atomic Habits” by James Clear, for building positive, life-changing habits
- ✓ “Your Brain at Work” by David Rock, navigating the challenges of the workplace
- ✓ “Mental Toughness Handbook” by Damon Zahariades, for building resilience
- ✓ “Lost Connections” by Johann Hari, uncovering the real causes of depression
- ✓ “Keep Sharp” by Sanjay Gupta, for maintaining cognitive health
- ✓ “Anxiety at Work” by Adrian Gostick and Chester Elton, addressing workplace anxiety



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Join BIMA

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