



Phase 01:

Researching your Business

Before we can create sustained business success, it is imperative that we understand the context that we are working in. We need to unpack what the business is currently like, unpack is a good word to use here, because this process takes time and shouldn't be rushed.

To get to know your business in this research phase, we will conduct both a qualitative and quantitative analysis of your working environment. This will include an assessment of the physical workplace setting, as we seek to identify what the culture is like and gain an insight into the behaviours that are common within your business.

We will then conduct interviews with staff, in which we will look to uncover the lived experience of working within the company. From these interviews a number of key themes will emerge that will help to illuminate the culture present. This information will be used to guide the next phase of this approach, as we seek to offer a proactive and connected approach to employee support.

We will complete an audit of employee behaviours and experiences.

Staff will also complete a short questionnaire that will act as a baseline measure for their psychological flexibility. Other success metrics will be collected, such as productivity, communication efficiency and quality of time management, to help assess the impact of the Flexible Mind approach. All of this information will then be presented in a comprehensive summary report, as our vision is to offer high-quality, bespoke support that will allow our clients to excel. This phase is an important step in that process.



56%

The percentage of employees that felt their employers took a reactive, not proactive approach to supporting staff performance (Health and Wellbeing Report, 2020).