

5th Annual MAD World Summit

Tuesday 11 October 2022 – agenda*















Prepare for the next chapter in workplace mental health and wellbeing

Mental health and wellbeing in the workplace are more critical than ever before. In just two years, we've experienced a decade of change in the world of work. Burnout is ubiquitous, uncertainty persists and now the cost-of-living crisis is biting.

Whilst adapting to meet fast-evolving employee needs and expectations undoubtedly presents challenges, it also opens opportunities for employers to scale-up workplace mental health and wellbeing support, embed wellbeing as a strategic priority and set a new benchmark for best practice. Will you remember the pandemic as a main cause of the Great Resignation, or as a catalyst for cultural change around mental health and wellbeing in your organisation?

At the 5th annual **MAD World Summit**, we'll be helping employers to step-up by showcasing what's working now and exploring what's needed next to weave mental health and wellbeing into your organisation's DNA, achieve maximum engagement with initiatives, optimise investment in workplace wellbeing and really **Make A Difference**.

<p>07:45 08:45</p>	<p>BREAKFAST BRIEFING - By invitation only</p> <p>The Great Balancing Act - how to support the wellbeing of employees balancing work with caregiving responsibilities</p> <p>Around 7 in 10 (73.2%) couple families have both parents in employment. 8.4 million informal caregivers in the UK are juggling work with an average of 12 hours p/w of care for elderly, disabled or sick loved ones. This is the overwhelming reality that many of your people are living and it's a workplace issue too:</p> <p>40% of employees rank family responsibilities as the top reason for absence. 600 people give up work every day to look after a relative. Women provide 3x more unpaid care work than men (76.2%) affecting labour force participation, income and health Drawing on case studies and lived experience, this briefing will highlight the practical steps employers can take to support the wellbeing of working carers</p> <p>Lisa Robinson, CEO & Founder, companiions; Charlie Lynn, Managing Director, Planit Ltd</p> <p>Sponsored by  companiions </p>
<p>09.00</p>	<p> WELCOME, INTRODUCTION AND SIGNING WARM UP LED BY CITY LIT</p> <p>Mark Hopkinson, Head of the Centre for Deaf Education, City Lit</p> <p></p>
<p>09.05</p>	<p>Opening keynote: Supporting mental health and wellbeing through challenging times to a brighter future for work</p> <p>As they navigate the uncertainties of our world to plot a course to a positive future for work, our panel of leaders share lessons learned from the pandemic and insights into approaches that embed cultures of care that support mental health and wellbeing.</p> <p>Chair: Jon Slade, Chief Commercial Officer, Financial Times</p> <p>Panel: Sir Ian Cheshire, Chairman, Channel 4, Sarah Newton, Chair, Health & Safety Executive</p> <p>  </p>
<p>09.35</p>	<p>Keynote panel: Call to action from the Chief Finance office</p> <p>In order for wellbeing to unlock sustainable value generation, it's essential for Board level executives to understand that it's non-negotiable. This diverse panel of leaders will equip you with the language and knowledge to shift your organisation to one where your Finance team has a critical role to play – not just with the economic case but also with the imperative cultural shift.</p> <p>Chair: Javier Echave, CFO Heathrow Airport, Co-Chair European CFO Leadership Network HRH Prince of Wales Accounting for Sustainability Project (A4S), and Chair of Wellbeing Leadership Team, Business in the Community (BITC), Dorothy Day, Chief People Officer, GoodShape, Dr Heather Melville OBE CCMI, Senior Managing Director, Teneo People Advisory, Paul Hendry, Global Vice President for Health, Safety and Environment (HSE), Jacobs</p> <p>   </p>
<p>10.15</p>	<p> Coffee & networking & visit the exhibition</p>

Enterprise 1

Talent, Skills, Culture

Insights into creating workplace cultures that support wellbeing, empower employees to thrive and retain talent by focusing on systemic prevention, skills development and engagement.



Enterprise 2

Leadership & Collaboration

Best practice, practical insights and inspiration for all those responsible for setting up, stepping up or rolling out workplace mental health and wellbeing strategies.



Synergy

The Future...

Stay ahead of the latest developments and assess approaches to future-proofing workplace mental health and wellbeing strategies.



Engage

Think Tank:

The Think Tank is "by invitation only" for up to 40 senior executives

Sponsored by



Integrate 2 & 3

Workshops

Full details can be found on the website and under the workshop section of this programme. You will have received notification about signing up for the Workshops. If you have not yet signed up for a session, spaces will be offered if available on a first come basis.

10.45
10.50

Chair:
Petra Velzeboer,
CEO, **PVL**, Mental Health
Consultant,
Psychotherapist,
TedX Speaker



Mastering your mindset at work

As stigma around talking about mental health eases and understanding of neuroscience increases, there is growing recognition that triggers can have a profound impact on our ability to thrive at work. Drawing on personal experience, this session will outline practical ways we can approach mastering mindset in the workplace.

Teodora Chatzisarros,
Fashion, Business
Development & Mental
Health & Wellbeing
Strategy Leader,
Amazon



Chair:
Dr Jo Yarker,
Director, Affinity Health
at Work, Birkbeck,
**University
of London**



Stepping up mental health and wellbeing support – whatever your budget

Mental health and wellbeing support doesn't have to cost a fortune. Learn from two very different approaches, with transferable insights for any employer wanting to maximise wellbeing budgets to deliver the tools and interventions that address your people's needs – from bereavement to menopause and beyond.

Interviewer: **Claire Farrow**,
Global Head of Content,
Make A Difference Media, the
MAD World Summit and The
Watercooler

In conversation with
Paul Caudwell,
Health Wellbeing
Manager, **Co-op** and
June Clark, Market
Health & Wellbeing
Manager, **Nestlé UK
& Ireland**



Chair:
Simon Blake OBE,
Chief Executive,
**Mental Health
First Aid England**



The case for investment in workplace wellbeing - pandemic and beyond

With leaders facing a barrage of competing priorities, in order to sustain investment, employers are increasingly calling for ways to effectively assess needs, monitor the impact and demonstrate the ROI of mental health and wellbeing programmes. Discover tangible takeaways and best-practice approaches to making the case for investment in workplace wellbeing.

Elizabeth Hampson,
Partner, **Deloitte**.
and **Kerrie Smith**,
Associate Director,
Health & Wellbeing,
Mace



In a closed-door environment, the Think Tank provides an opportunity for knowledge-sharing around what employers need to do to close the gap between employer and employee perceptions of workplace health support. Key insights will be shared in a post-event report.

Facilitated by
Dame Carol Black, Chair,
Centre for Ageing Better,
Joint Chair,
Staff Health and Wellbeing
Group, NHS
England /
Improvement

10.45-11.30
**How to help
languishing
colleagues
flourish in the
hybrid world
of work**



10.45-11.30
**Cutting
through the
noise: how
to work out
what's right
for your
business
when it
comes to
mental health**



11.25

Workplace wellbeing starts with teamwork

Business as usual (eg workload, competing priorities, challenging relationships) is consistently identified as one of the leading causes of mental health decline in the workplace. This session will discuss why integrated workplace wellbeing initiatives need to begin with teams and focus on how they work together. And we'll showcase how psychologically-informed training for teams, enabled by technology, can lead to positive systemic change

Dr Fran Longstaff,
Head of Psychology,
Fika



Abi Chamberlain,
Former England
rugby player and 7s
captain, Now, Client
service director,
Equiris Consulting

Measure it, manage it: Leading cultural change for the next generation of mental wellbeing

The next chapter in workplace wellbeing is about driving culture change. Leaders need the confidence and conviction to demonstrate the impact of wellbeing strategies – on an individual and an organisational level. And this takes getting deep into the data. Because you can't manage what you can't measure. In this session we'll explore:

- The whole-person, whole-organisation approach;
- The Measure > Understand > Act model;
- The four driving forces of cultural change

Dr Nick Taylor,
Co-founder &
CEO, **Unmind**



Creating sustainable wellbeing so your people (and your business) can thrive

How can organisations committed to integrating mental health into their CSR strategy ensure that their approach isn't just a stop-gap? What makes an employee wellbeing strategy sustainable over time in a swiftly evolving workplace and unstable labour market? Gain insights into what to expect in the future of mental health at work, as well as practical tips on how to leverage science to create a sustainable support system for mental and organisational health.

Nicky Hemmings,
Head of Workplace
Psychology,
Koa Health



12.05

Panel: Embedding mental health and wellbeing into organisational strategy

From individual, to team, to organisational responsibility. Picking up points from the preceding sessions, this panel will explore different approaches to creating cultures of wellbeing which support colleagues' growth with flexible work practices that respect autonomy, are inclusive and foster connection.

Chair:

Geoff McDonald, Global Advocate, Campaigner and Consultant for Mental Health in the Workplace; Co-Founder **Minds@Work**, previously Global VP HR, **Unilever**.

Panel including:

Ryan Hopkins, Future of Wellbeing Lead, **Deloitte**
Yulia O'Mahony, Global Head of Health & Resilience, **Philip Morris International**
Eddie Salmon, Global Client Success Director, **Investors in People**



Panel: Who needs a Chief Wellbeing Officer? Your career in workplace mental health and wellbeing

Unlike other professions, there's currently no set path if you want to build your career in the fast-evolving world of workplace wellbeing. Our panel of wellbeing leaders will share their personal experiences, identify best practice approaches to professional development and debate who is best placed to drive this agenda within organisations.

Chair:

Lauren Applebey, Mental Health Programme Manager, **Meta**

Panel including:

Charles Alberts, Global Head of Wellbeing & Employee Experience, **Clifford Chance**
Hayley Farrell, Global Wellbeing & Resilience Manager, **Arcadis**
Somayah Rahimi, Wellbeing Manager UK, **ComputaCenter**



Panel: Reporting on wellbeing. Are you ready?

Increasingly, investors are recognising that employee mental health and wellbeing is very much part and parcel of a company's social impact. So, how do we ensure the appropriate wellbeing metrics are accounted for within the S of ESG? Find out about the leading initiatives in this space and have your say. Would mandatory reporting on wellbeing help or hinder your work?

Chair:

Catherine de la Poer, Founder, **Halcyon Coaching Ltd** and Adjunct Professor, **Hult International Business School**

Panel including:

Simon Blake OBE, Chief Executive, **Mental Health First Aid England**
Sarah Cunningham, Managing Director, **World Wellbeing Movement**
Josh Kricheski, Global COO, **EssenceMediaCom**
Arti Kashyap-Aynsley, Global Head of Health & Wellbeing, **Ocado Group**



12.00-12.45
The expert's guide to menopause at work



12.00-12.45
Mentor, motivator, moderator, mental health first aider... Enabling people managers in the post-pandemic workplace



12.45
14.00



Lunch, networking and time to visit the exhibition



Book signing in the Obo Cafe
The Colour of Madness by Dr Samara Linton

14.00
14.05

Chair:

Petra Velzeboer, CEO, **PVL**, Mental Health Consultant, Psychotherapist, TedX Speaker



Using data driven insights to translate a wellbeing strategy into a multi-geography communication and engagement strategy

This case study will showcase how FirstRand has tuned into the voice of the employee and mapped key messages to drive emotional connection to employee wellbeing offerings, pivot from service offering to engagement principles and land a wellbeing brand that resonates with colleagues from diverse cultures.

Kirsty Lamberti Fisher, Head Internal Branding & Group Communications, **FirstRand** & **Daniel Munslow**, Group Communications, **FirstRand**



Afternoon Sponsor: **headspace**

Chair:

Ngozi Weller, Director, **Aurora Wellness**



Case study: How Specsavers is fostering a culture of care

According to Headspace Health's research, 81% of global employees agree that employers have a responsibility to help them manage their mental health. Join this session to find out how Specsavers is embedding wellbeing by creating a culture of care right across the organisation, where benefits and rewards fit into the workplace wellbeing equation and approaches to measuring the ROI of solutions.

Ian Glendinning, Director of Reward & Policy, **Specsavers**
Neelum Prakash, VP International, **headspace for Work**



Roundtables

Sponsored by **GOOD SHAPE**

14.00 – 14.45: Round 1
15.00 – 15.45: Round 2

Roundtable 1: Working together toward preventative mental health action
Paul Hendry, Global VP for HSE, **Jacobs**

Roundtable 2: What does successful workplace wellbeing look like?
Robert Manson, Head of Occupational Health & Wellbeing, **RWE Generation**

Roundtable 3: Seamlessly integrating DEI with wellbeing to support the individual needs of a multigenerational workforce
Lucile Kamar, Head of Diversity & Inclusion, **ITN**

Roundtable 4: 14:00pm - Using storytelling to maintain momentum behind the shift from stigma to solutions
Jill Hughes, Managing Director, **Accenture UK**
Richard Martin, Co-Chair of Central Steering Committee, **This is Me**, Executive Officer, **Mindful Business Charter** and Principal Consultant and mental health lead, **Byrne Dean**

Roundtable 4: 15:00pm - Using storytelling to maintain momentum behind the shift from stigma to solutions
Lesley Woods, Chief Communications Officer, **Campaigns, Ministry of Defence** and Squadron Leader, Media Operations Officer, **RAF Reserves**

































14.00 - 14:45
Next generation mental health: reimagine workplace mental health and wellbeing



14:00 - 14:45
Improving employee financial wellbeing through the cost-of-living crisis and beyond



<p>14.35</p>	<p>Culture, psychological safety and DEI: navigating the intersection - globally Good mental health at work is underpinned by psychological safety. But how can this be achieved as hybrid ways of working become the norm? Using concrete workplace examples this session will outline actionable tips to embrace best practice and create a "Speak up, listen up culture" that defends against microaggressions and builds inclusive teams - wherever they are working.</p> <p>Daisy Reeves, Global Inclusion & Diversity Client Relationship Partner, BCLP</p> 	<p>Heading off "them and us" tensions that undermine mental health and wellbeing Whilst new ways of working are benefitting many, others feel left behind. With pressures increasing, conflict can erode an organisation's culture and impact mental health. Join this session to debunk myths and challenge perceptions about how unions and employers can work effectively together to support mental health by tackling tensions before conflict arises.</p> <p>Shelly Asquith, Health & Safety Officer, Trades Union Congress and Marina Glasgow, Chief Conciliator, Acas</p>  	<p>Roundtable 5: Moving to the next level of maturity for workplace mental health and wellbeing Francine Watson, Global Director Wellbeing, Barclays</p> <p>Roundtable 6: Supporting colleagues with Long Covid and other long-term mental and physical health conditions Judith Grant, Workplace Wellbeing Strategist</p> <p>Roundtable 7: Joining the dots to embed wellbeing across the organisation Lea Ghanem, Co-Chair of the Wellbeing Blend - Starbucks EMEA Robert Wigmore, Co-Chair of the Wellbeing Blend - Starbucks EMEA</p> <p>Roundtable 8: Stronger together: How employers can collaborate to level-up the nation's health Tina Woods, Founder & Chief Executive, Business for Health Jordan Cummins, Health Director, CBI</p> <p>Roundtable 9: Realistic approaches to balancing business and employee wellbeing needs in the new world of work Emma Gage, Wellbeing Campaign Manager, Business in the Community</p> <p>Roundtable 10: Framing wellbeing within your organisation to drive engagement and achieve the best outcomes Andrew Wells, Partner, Herbert Smith Freehills LLP</p> <p>Roundtable 11: Getting and keeping boardroom buy-in for better wellbeing Jonathan Best, Chief Customer Officer, GoodShape</p>       	
<p>15.05 Panel</p>	<p>Building and maintaining effective employee networks to champion wellbeing across the organisation Allies, Ambassadors, Champions. Whatever you call them, many now recognise that employee resource groups can build on and bolster mental health and wellbeing initiatives. But others are struggling to get started or keep colleagues engaged. Learn from the lessons of three different wellbeing leaders, who are maintaining effective peer networks.</p> <p>Chair: Hannah Pearsall, Head of Wellbeing, Hays</p> <p>Panel to include: Vashti Holland, National Wellbeing Lead, Guide Dogs Katherine O'Hara, Therapy Area Specialist & Wellbeing Ambassador, Pfizer Jade Stanley, Client Services Team Manager and Heart & Soul London Lead, Spotify</p>    	<p>Your job can be good for you – backing business to revolutionise ways of working To attract and retain top talent, employers need to treat their people as discerning customers, with an individual and inclusive approach that protects and promotes mental health and wellbeing. Hear how forward-thinking employers are enabling employees to take ownership of their own "good" job, based on what is important to them, supported by managers and aligned with organisational practices and policies.</p> <p>Chair: Dr Fiona Adshead, Chair, Sustainable Healthcare Coalition</p> <p>Panel to include: Naeema Choudry, Partner, Eversheds Sutherland (International) LLP and member of Business in the Community's "Better Work" Advisory Board Arti Kashyap-Aynsley, Global Head of Health & Wellbeing, Ocado Group Amanda Owen MBE, Safety, Health & Wellbeing Director, Heathrow</p>    	<p>Roundtable 11: Getting and keeping boardroom buy-in for better wellbeing Jonathan Best, Chief Customer Officer, GoodShape</p>       	<p>15:00 - 15:45 One size fails all: Why personalisation underpins successful wellbeing strategies</p>  <p>15:00 - 15:45 Heart and mind in transformation: How to support employees through constant change and uncertainty</p>  
<p>15.45 – 16.15</p>	 Coffee & networking & visit the exhibition			
<p>16.15 – 17.00</p>	<p>Closing keynote: Mark Malcomson CBE, Principal and Chief Executive City Lit, in conversation with Clarke Carlisle, Former Premier League Footballer Clarke Carlisle has performed at the highest levels of professional football, first as a player and then in governance. Operating at the level, with the profile and exposure it brings, creates huge pressure for an individual. How does that pressure effect you on a personal and professional level? What are the effects on your mental and physical wellbeing? Clarke will join Mark Malcomson for a wide-ranging conversation about his life and work and the importance of mental wellbeing.</p>			
<p>17.00 – 17.30</p>	 Drinks and networking			

*Agenda is subject to change