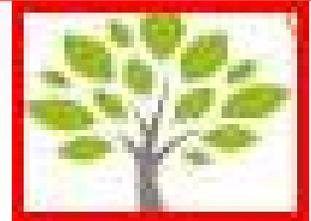


DIAGEO



Wellbeing



ENGAGEMENT FOR WELLBEING

Deborah McLean – Diageo NI

POST

- **Purpose:** To take a look at Diageo's proactive approach towards wellbeing, how to make it meaningful and involve everyone.
- **Outcome:** Gain an understanding of engagement , how it links with wellbeing and explore how it can be used to give wellbeing the focus it deserves in business.
- **Structure:** Presentation and discussion!
- **Timing:** 30 mins

WHO ARE WE?

DIAGEO

DIAGEO, THE WORLD'S LEADING PREMIUM DRINKS COMPANY

- Diageo is the world's leading premium drinks business with an outstanding collection of international brands across spirits, wine and beer
- Half year results = £2bn profit (Jan2013)
- Described as one of the worlds “Most Trusted and Respected Companies”
- Diageo has a global vision and a local focus
- Diageo Ireland:
 - NI – 4 sites / 400 employees
 - ROI – 4 sites / 1100 employees



Crown Royal

J&B

WINDSOR

BUCHANAN'S

BUSHMILLS

JOHNNIE WALKER

SMIRNOFF

A GREAT MIX

TANQUERAY

J&B

BUCHANAN'S

BUSHMILLS

JOHNNIE WALKER

SMIRNOFF

JOSE CUERVO ESPECIAL

BAILEYS

WHAT IS ENGAGEMENT?

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The CIPD defines employee engagement as the following:

“A combination of commitment to the organisation and its values plus a willingness to help out colleagues. It goes beyond job satisfaction and is not simply motivation. Engagement is something the employee has to offer...”



Engagement correlates with business performance



Companies with high levels of employee engagement improved **19.2% in operating income** while companies with low levels of employee engagement declined **32.7%** over the study period.

Tower Perrins-ISR (2006) carried out a study across 664,000 employees from over 50 companies



Engagement helps to reduce absence

Engaged employees take on average 2.7 sick days per year, whilst disengaged employees take 6.2



Gallup (2006)

Our Performance Lifestyle Management Ethos

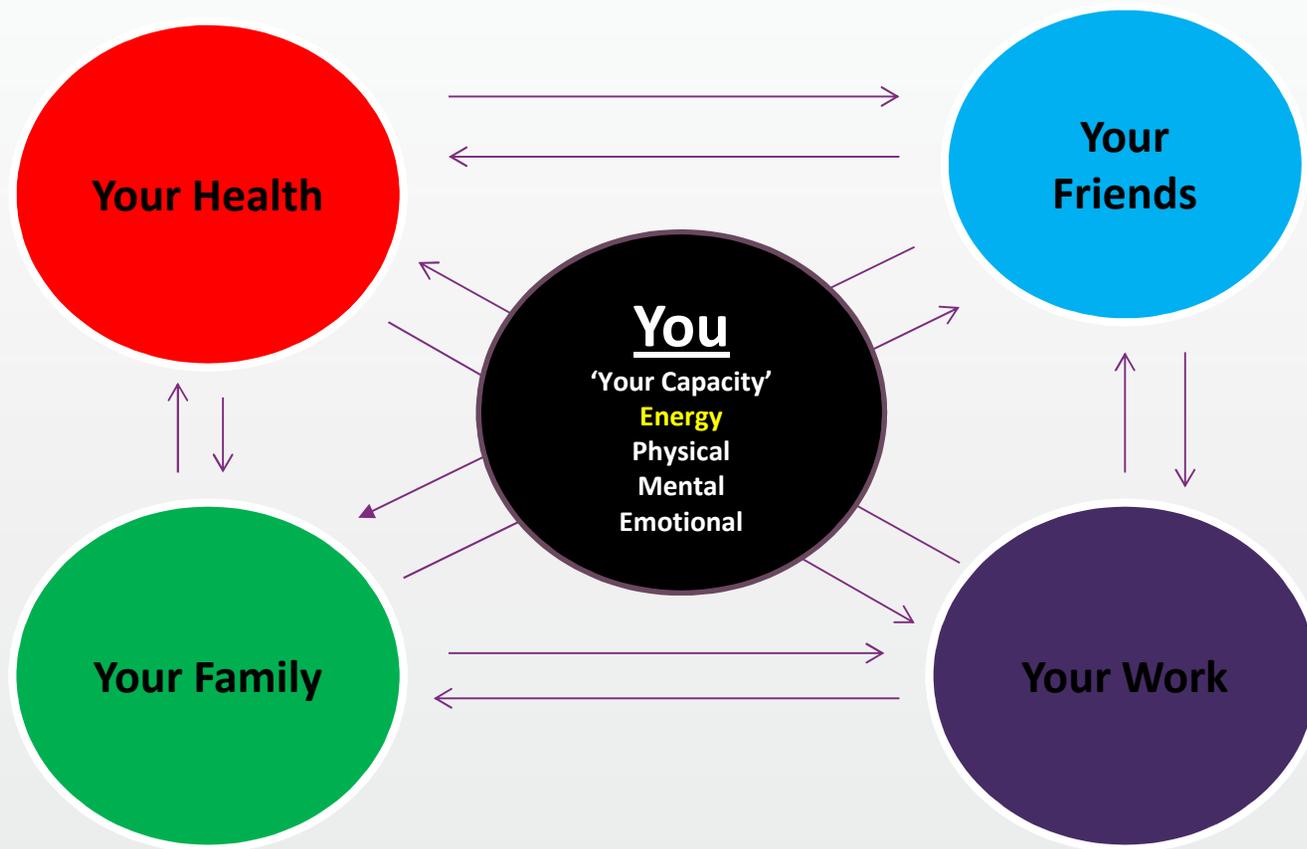
***‘Everything has the ability to
affect performance’***

Whole Person Approach

***DARAGH SHERIDAN, HEAD OF PERFORMANCE SKILLS
BILLY WALSH, HEAD COACH TEAM IRELAND BOXING***

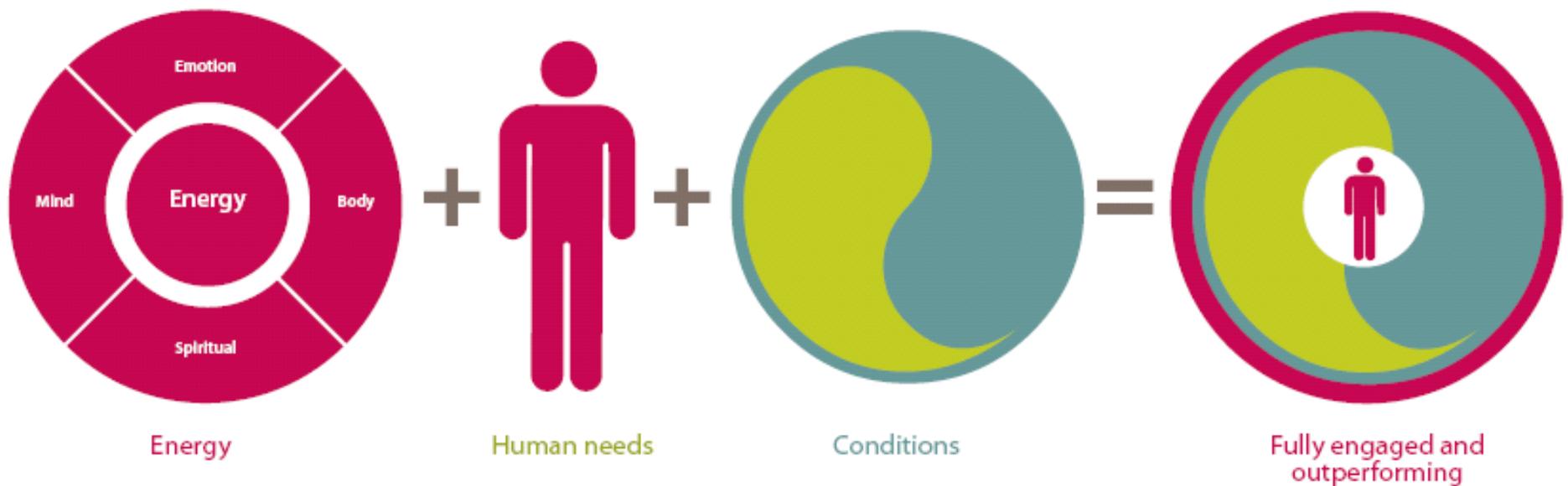
YOUR LIFE ENVIRONMENT

DIAGEO



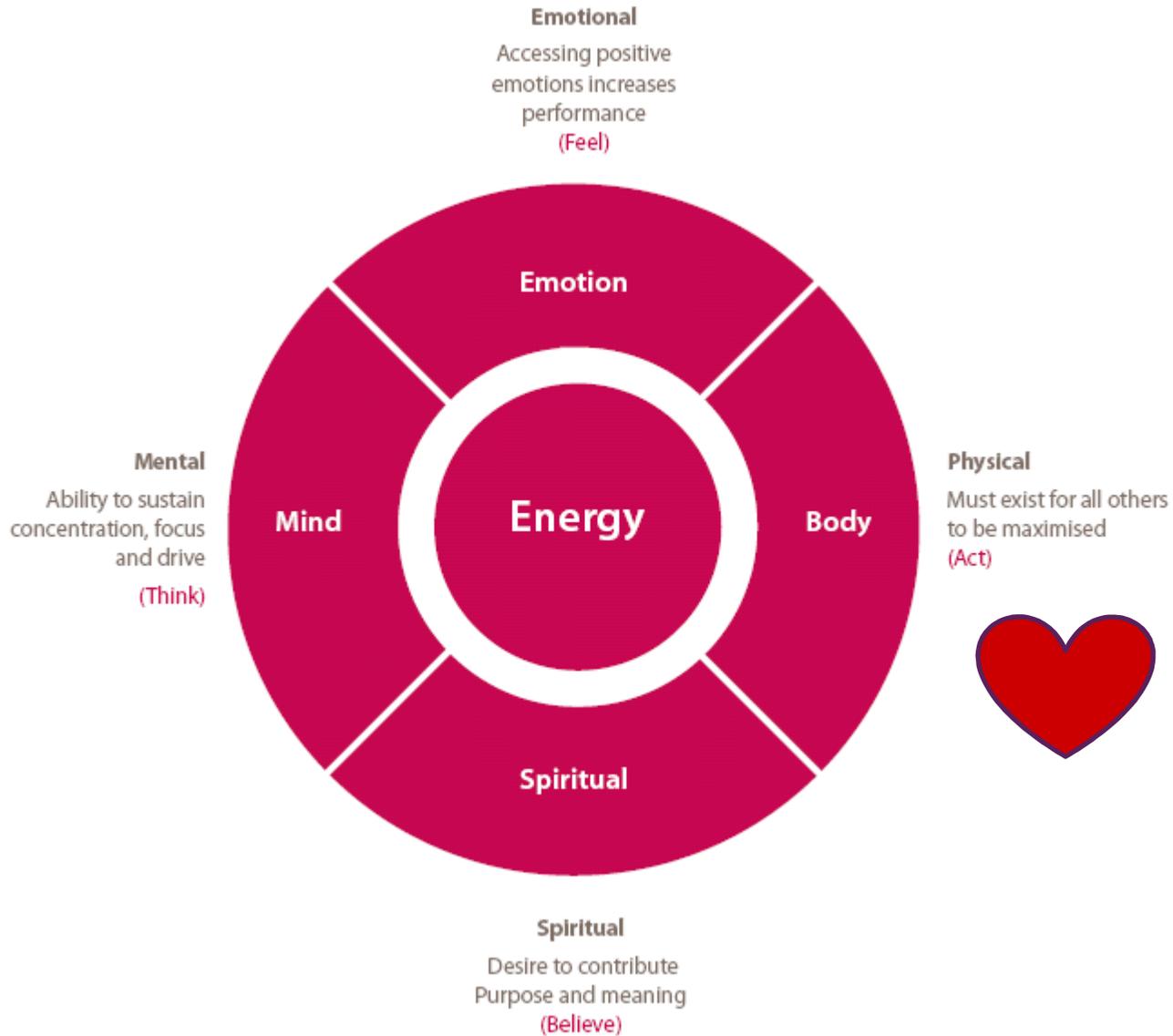
THE DIAGEO 'MODEL' OF ENGAGEMENT

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ENERGY

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Well, that's the theory behind it, so what actually happens?



INITIATIVES

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- The 'You are Made of More' health & wellbeing programme was launched to provide a range of education, support and health awareness activities to encourage employees to look after their health and fitness at work and at home, with the aim of maximising their energy and hence help them achieve breakthrough performance.



- The programme links directly to Diageo's Engagement Framework which outlines the perspective that its ***the whole person who comes to work*** – therefore if you maximise an employee's energy and harness the right relationships, you will create the conditions to have a fully engaged individual, who as a result will deliver breakthrough performance



PHYSICAL FITNESS

DIAGEO

- The “You are Made of Less” weight-loss challenge – for every lb lost by employees over 8 week period, the company donated £5 to charity
- Walk for Wellbeing challenge – teams of 6 were provided with pedometers, and pledged to walk at least 10,000 steps every day over an 11 week period – medicals were given before and after the challenge and proved that people’s health levels had improved.
- Diageo 4 site challenge – fundraiser with employees walking, running or cycling between the 4 Diageo NI sites



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WINDSOR

BUCHANAN'S

BUDEMILLS

JOHNNIE WALKER

SMITH'S

Ketel One
VODKA

CÎROC

SMITH'S

Captain Morgan

J&B Cerveza

Tingony

GUINNESS

PHYSICAL FITNESS (CONT'D)

DIAGEO

- Healthy eating in the staff restaurants
- Health promotions –including Mental Health and Smoking Cessation - ongoing hints & tips for health.
- “Know Your Numbers” – health checks by Occupational health nurse for BMI, blood pressure, cholesterol, eyesight etc.
- Health & Wellbeing Fayre – including nutritionist, massages and personal stylist
- Free gym membership – Baileys on-site
- Diageo Football tournament
- Guinness Triathalon



CALORIE LOSS AND EXERCISE

Did you know that women only burn about a third of the calories today that they did in 1953 (not that I was around then) !!! This is based on scientific fact. Yet women eat 360 calories more on average every day. In 1953 a woman's physical exertion burned 1512 calories a day, now it's only 556 calories a day. Check below to see the typical calories lost in 1 hour of the following activities:

HOUSEWORK	= 160 calories
WALKING 3mph	= 280 calories
HIKING	= 500 calories
GARDENING	= 420 calories
GOLF	= 240 calories
CYCLING	= 650 calories
TENNIS	= 420 calories
RUNNING	= 700 calories



MENTAL FOCUS

- Well-being audit recommendations implemented including guidelines for “code of working in the office” e.g. effective use of emails and meetings – action plans recorded on site management systems
- 24/7 Shift Pattern changed in Belfast Packaging to minimise sleep disruption
- Focus and Energy for Success workshop held by MaST Ireland for leadership group
- Occupational health webinars

From: Entropy Software [entropy@diageo.com]
 To: McLean, Deborah
 Subject: Entropy Software - Task Reminders

Below are the Entropy Software items currently due and/or overdue for Deborah McLean.

Due Date	Record
31-Mar-2013	Action Plans - HSACT751: Wellbeing - Relationships
31-Mar-2013	Action Plans - HSACT753: Wellbeing - Control

Generated automatically by Entropy Software Emailer <http://DCBVAPP137/envoy>

Sessions....

Wed 12 th December	Handling Pressure
Wed 30 th January	Developing Resilience
Wed 27 th February	Energy Management
Wed 20 th March	Sleep and Alertness Management
Wed 24 th April	The Basics - Eating, Breathing and Moving
Wed 29 th May	Whole-Life Balance and Techniques to Achieve Your Wellbeing Goals

0900-1030 hrs UK time
 More details and learning outcomes to follow in 2013

Oh!

HAVE YOUR SAY!

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WHAT ARE WE TRYING TO ACHIEVE?

To improve the health and wellbeing of our employees through improved ways of working.

How will we gather the information?

- > You will be asked to complete a wellbeing questionnaire.
- > This will be confidential and voluntary and be completed in work time.
- > Honest responses ensure we understand which areas need to be improved.

Where do I access the Wellbeing at Work Policy?

You can access the policy on Diageo One.

The policy content includes

- > Managing stress at work
- > Employee and Manager responsibility
- > Contact details for support services

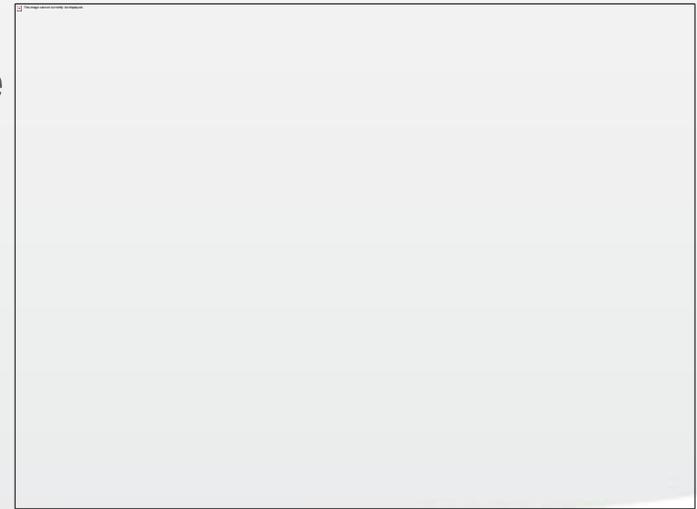


Survey Starts w/c 3rd Oct and runs for 2 weeks!

SPIRITUAL/EMOTIONAL WELLBEING

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- People Manager Feedback Tool launched to ensure that “everyone works for a great people manager”
- TLK2 employee counselling services promoted
- Leading for Growth / Sustaining High Performance workshop held by Institute of Sport for Ireland – including Billy Walsh, Head Coach for Ireland Olympic Boxing Team, to encourage leaders to coach their teams on the importance of becoming the “corporate athlete” by focussing on how to manage their energy, and in particular the importance of recovery time.
- Office / staff restaurant refreshes to provide a bright and inspiring work environment
- Spring ball for all 4 sites to promote a sense of belonging and in aid of charity



HOW DO WE KEEP THE FOCUS?

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LEADERSHIP

- The leadership group (@ 80 managers) were provided with a series of motivational and educational workshops to encourage them to think differently about their leadership style and encourage them to coach their teams to focus on business priorities while recognising that everything has the ability to affect performance – in particular their health and wellbeing.

ENGAGEMENT GROUPS

- It is part of our ways of working to have Values Survey / Engagement Groups, (MAD) across the business who focus on all areas of engagement.

WRAG

- Wellbeing Risk Assessment Groups across the business who help deliver and agree the actions of the 3 yearly wellbeing surveys.

OH

- Occupational Health partner with the business to promote healthy working and living and support wellbeing actions.



ROI – HAS IT WORKED?

DIAGEO

- **EMPLOYEE PRODUCTIVITY**

- Measured in terms of how many cases are produced by each employee per hour. Productivity has increased overall in our Supply NI sites from 25.4 case equivalents in 2010 to a figure of 40.62 in 2013. That equates to a rise in productivity of 60% which has exceeded our expectations.

- **OEE**

- Overall equipment effectiveness figures have also increased dramatically with Bushmills Distillery OEE increasing 8% from 2011 to 2012 and Baileys Mallusk OEE figure increasing over the same period by 7%. We are measured against all of our global operations in a league table and overall our NI sites have moved up 13 positions within the global framework.

- **DEMAND**

- Our demand business in Boucher Road was part of the submission for the 2013 Ireland Best Places to Work which came in 1st place.



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QUESTIONS



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Captain Morgan

Jazz Cerveza



GUINNESS