

The MBC Roadmap

Each MBC journey will be different. Depending on your sector and the size of the organisation, you may pause longer at certain points, or circle back more than others, but to help you get started, and going in the right direction, we have produced a roadmap with plenty of signposts to resources and information, so follow links to find out more on each page.

As with any map, once you are familiar with where things are, you won't need to refer to it as often, but even if you've been on the road a while it will be helpful to revisit it to ensure you don't get lost along the way....



Your Journey

Throughout this document to visit any area of the map, simply click on its pin.



A note on measurement

Measuring how far you've come actually starts at the beginning.

You may already carry out surveys to check on the wellbeing and associated productivity of your workforce.

If you don't already have those tools available, we have produced some MBC focussed survey questions which you could run as a pulse survey or incorporate into existing surveys.

In addition, your MBC membership includes access to our Wellbeing Survey Tool, developed in collaboration with experts from Birkbeck University. The tool brings together questions from seven established wellbeing measures to create a single, valid, reliable and robust survey.



The following areas of wellbeing are represented in the questionnaire:

1. General mental wellbeing
2. Psychological Safety
3. Job stress
4. Psychological distress
5. Burnout
6. Work engagement

The MWBT also includes established measures on productivity-related behaviours associated with wellbeing, including:

7. Presenteeism
8. Performance
9. Turnover intention

Perhaps do one survey at the outset of joining MBC, so you can repeat it in 6-12 months time to see what improvements have been made.

For more information, [contact the MBC team](#).

Invitations

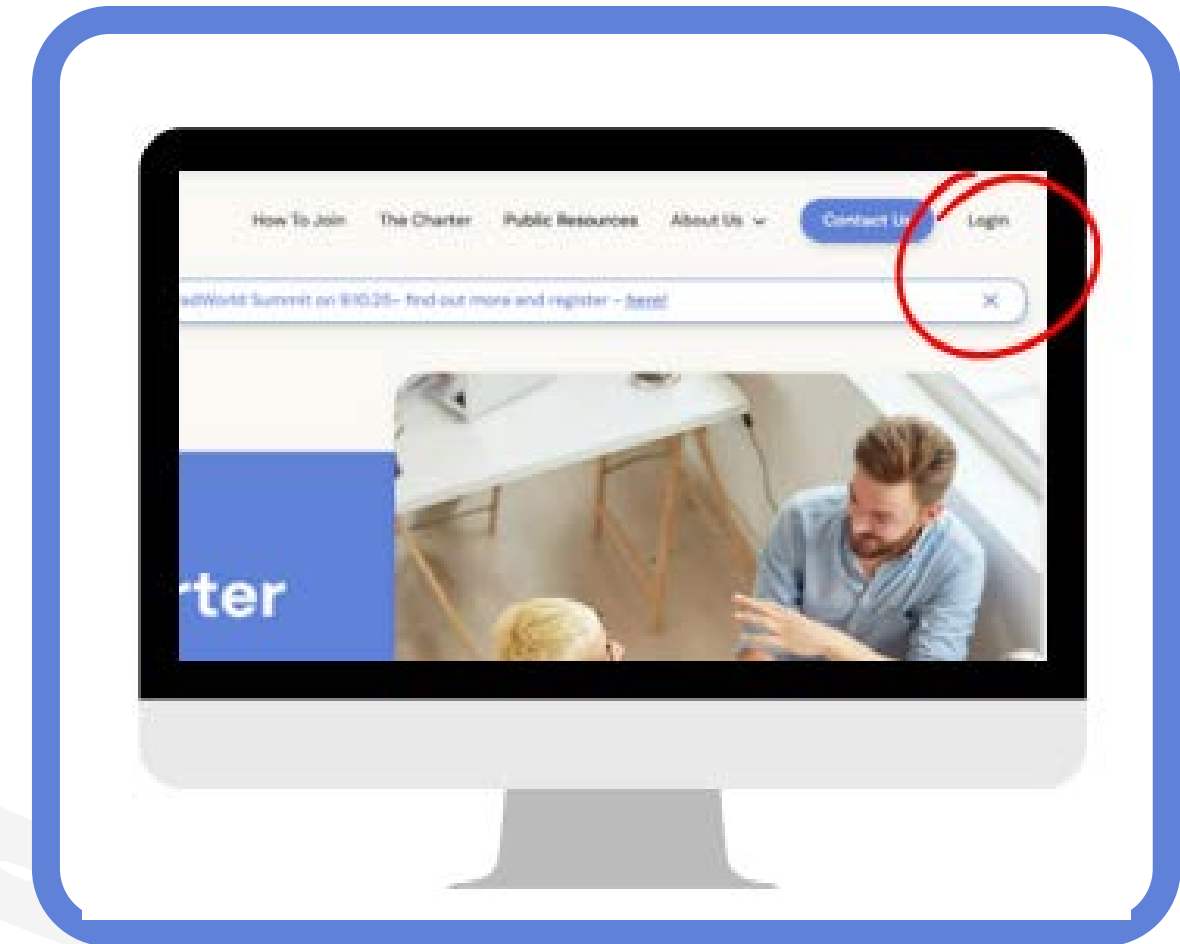
When you first join, your MBC Leads will receive invites for Signatory Calls and Insight Sessions, to hear from the MBC Community about their journeys, as well as learning from experts, thought leaders and MBC directly.

MBC Leads are invited to everything – but some of our invites state “Open to all employees of MBC organisations.” We encourage you to forward these to all your colleagues so that your organisation can reap the maximum benefit of all the learning and development opportunities on offer.

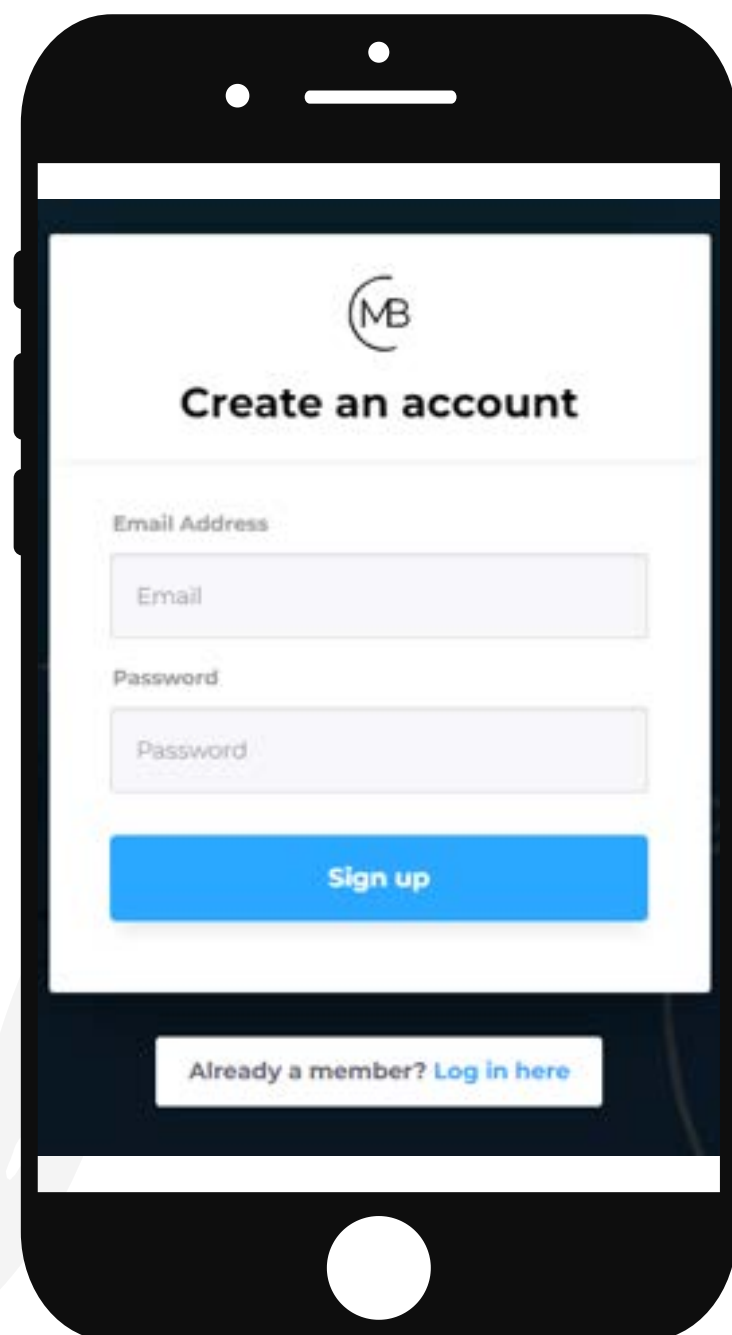
Not able to attend a session? The majority of our sessions and events are recorded and made available in the [members area of the website](#).

You can find a Quick Guide to creating an account and accessing the Members area [here](#).

Please note, if you are not logged into the Members area links will direct you to the public area of the site.



The Members Area



The members area is vitally important as it contains all of the resources, recordings and information you will need. If you're thinking about creating something, say an [email etiquette guide](#), or wanting to look at ways to encourage colleagues to become [MBC Champions](#), these already exist and are available for you to use, amend and share with colleagues.

Making an account is simple. When you click Login on [our website](#), choose "Sign up" and you will see the pop up shown here. Use your work email address and a password of your choosing.

Anyone in your organisation is able to make an account – making it easy for your colleagues to self serve the resources they want.

Take time to familiarise yourself with the members area and all it has to offer. Our annual surveys have proven that those who engage most with these resources are most successfully embedding the charter.



Your team

Now you're familiar with the members area, consider who will help you to introduce, socialise and embed the Charter throughout your organisation.

You will already have a nominated executive sponsor who should serve as a visible leader and confer organisational commitment to your MBC Work.

Many MBC organisations utilise two roles, MBC Leads, and MBC Champions.

- MBC Leads – head up MBC Activity and are responsible for strategic decisions about implementation. (As you add MBC Leads, let us know so we can add them to mailing lists.)
- MBC Champions – help embed the implementation and provide useful feedback on how things are experienced on the ground, share success stories and suggest what changes might be made.

Make sure all Leads and Champions are familiar with the members area of the website.

Some organisations find it best to start small – e.g. in one team before rolling it out to the whole company. Consider how you want to introduce the MBC to your organisation and how your team can help.



Your connections

The success of your MBC journey won't just come from your Champions and Leads.

There are probably existing initiatives in your organisation that you can link into, such as Mental Health and Wellbeing, Diversity and Inclusion, and Work allocation and supervision.

Identify which departments, such as HR, Wellbeing, Communications, IT etc can help with MBC activity, (both within the organisation, and with communicating it externally) and ensure they are all involved and informed as you make plans.

Your team extends beyond your organisation as you are now part of the MBC Community. Check out our list of [Signatories](#) – some of whom may already be your clients or supplier, and reach out to them. (We are very happy to make introductions if you don't already have established relationships.)

Don't forget – you can always [contact us for support](#) as well – all MBC signatories are entitled to one on one consultancy.



Your people

We sometimes hear from new members that they are unsure where to start. The answer is simple – work out what is important to your colleagues, and start there. The Charter isn't "one size fits all" – so speak with your people to determine where to begin.

Consider a survey or holding listening groups to understand what the causes of unnecessary stress are for your colleagues. Remember, the foundational commitment "Openness and Respect" and it is this that gives permission for these conversations to happen.

By holding these discussions with your people, you increase the potential for widescale adoption of the MBC as people will understand this will improve aspects of work that impact them.

If you would like help in facilitating these discussions, contact us, we are more than happy to help.

Once you have ascertained where the "pain points" are, you, and your team of MBC Leads and Champions can work out how to tackle them.



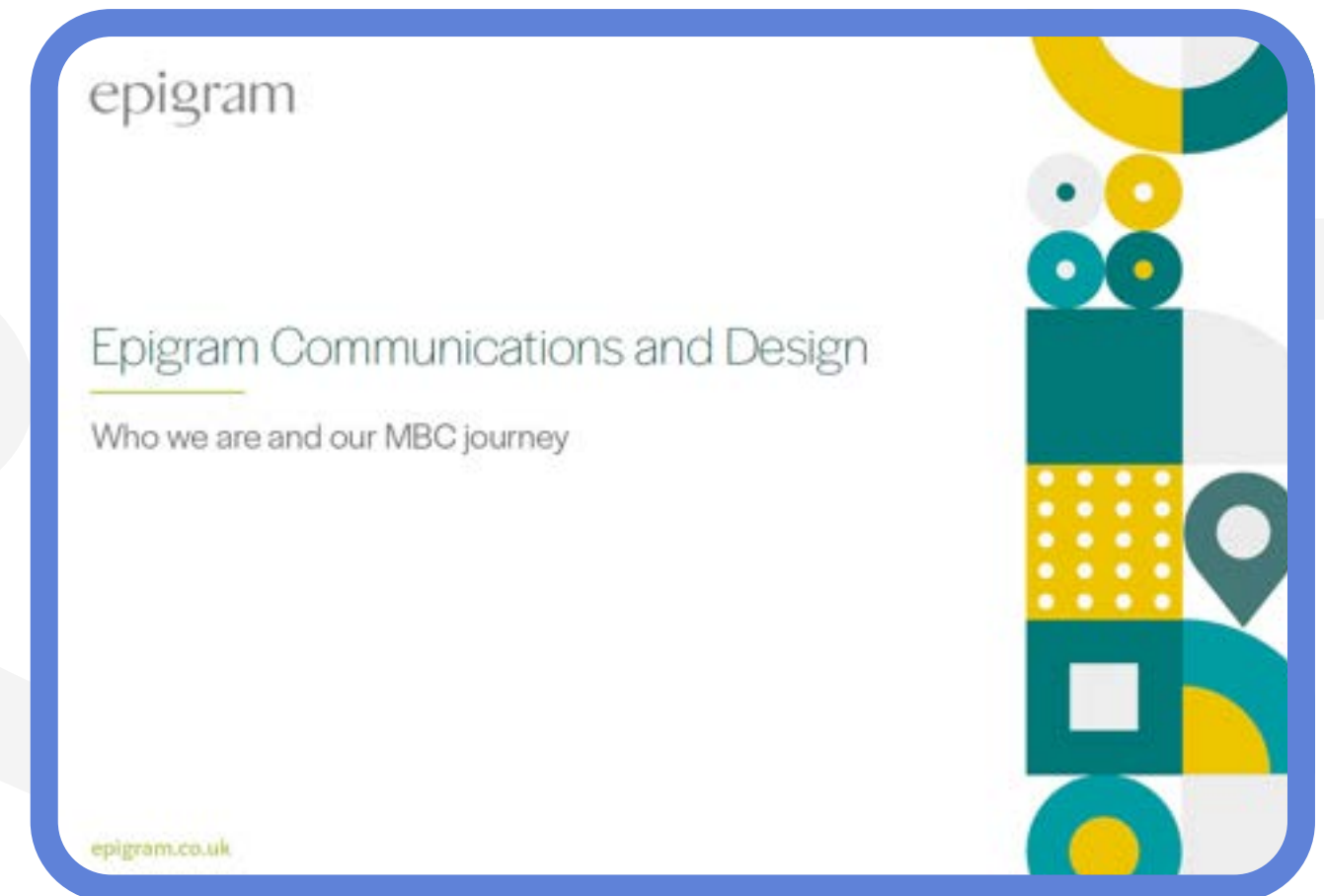
Your plan

Perhaps colleagues find the volume of internal emails excessive, or people feel they can't "switch off" on holiday. Look at which pillars these issues fall under and check back into the [members area](#) for ideas on how to address them.

Our advice would be start small, and build on your successes. Remember – you aren't expected to "do everything" in one go.

Epigram, one of our member organisations, have provided [an excellent case study](#) on how they selected a pillar to work on, and how they implemented the changes.

You may also find it useful to look at our work on [Behavioural Change carried out with UCL](#) to understand the most effective initiatives depending on the issue. As well as the recording on the above link we also have a series of [written articles](#).

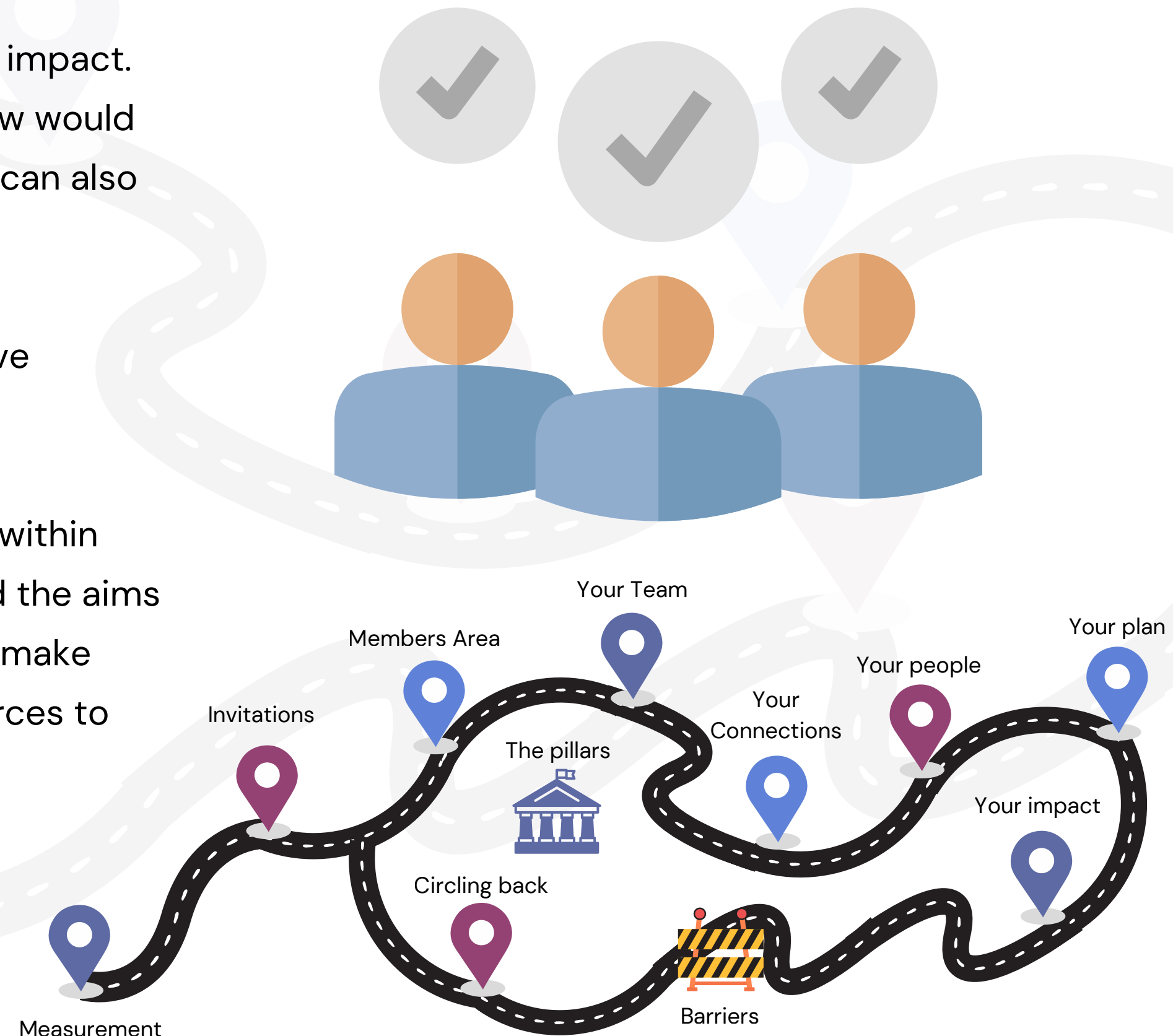


Your impact

After you have put your plan in place, you can now look at your impact. If you carried out a pulse survey before the implementation, now would be an excellent time to repeat it and compare the results. You can also use this self-assessment tool to review your journey so far.

Celebrate your success, let the organisation know what you have achieved and ensure the conversation continues.

Bear in mind that impact isn't just about what you can achieve within your organisation. Having your clients and suppliers understand the aims of the Charter and why it is important to your organisation can make collaborative conversations work better. There are many resources to help you to start the conversation and you can again use self-assessment tool to review as you go.



Barriers

There will, undoubtedly be barriers and bumps in the road, as sometimes people are resistant to change.

This could be because, for example, they don't recognise the need for change or they fear what clients and stakeholders will think.

Try to understand their underlying concerns – it is much easier to effect change if you take people with you on the journey and they feel part of it, that changes they make, even small, are celebrated, and that they are contributing to the success of the organisation.

However, sometimes road blocks are just that, and you need to go round them. In time they may move of their own accord, or when the positive change becomes apparent they may be more amenable to a more productive conversation further down the road.

Find where the energy is and go with it – your early adopters will set the example that others will then want to follow.

For a more in-depth look at Barriers click [here](#).



Circling back

No MBC journey is ever truly complete. Instead it is a process of continually refreshing and refining what has gone before.

When you are ready for a second lap, consider the following.

- What were our success?
- What were our barriers?
- If we were starting again, now, what would we do differently?
- What have our pulse surveys, self-assessments and tools taught us about the journey so far?
- Have we ensured that everyone who joined along the way, MBC Leads and Champions has access to everything they need/mailling lists are updated?
- Where do we want to go next?

We also offer all MBC organisations a 1-2-1 consultancy session where we can go through your journey so far – if you would like to book this [just let us know](#).

And finally – always remember to celebrate how far you have come!



The pillars

Your journey will circle around the pillars. Below are some ideas for each pillar to start you off – but remember, there are many more resources and ideas in the members area.

Foundational commitment – Openness and respect

- Adopt and demonstrate an attitude of professional respect and courtesy towards others.
- Be thoughtful and inclusive in how you interact with others.
- Be clear on your and your organisation's expectations of others.

For example:

- *Actively project manage work to ensure minimum impact on the wellbeing of those involved.*
- *On a regular basis, ask for and provide informed and respectful feedback on behaviours and their impact.*

Pillar 1 – Open dialogue

- Establish a positive environment for open communication and dialogue
- Create and contribute to a culture in which people can ask for help, including achieving their best work, admitting mistakes and using them as learning opportunities

For example

- *Actively project manage work to ensure minimum impact on the wellbeing of those involved.*
- *On a regular basis, ask for and provide informed and respectful feedback on behaviours and their impact.*



The pillars

Pillar 2 – Mindful collaboration

- Be more conscious of your behaviours around technology and their impact.
- Discuss and agree with others their preferred methods of communication

For example:

- **With regard to communications:**
 - Avoid over-use and unnecessary copying in of other people
 - Use clear subject lines in messages and ensure these reflect the message's content.
 - Work (and encourage others to work) offline where necessary for focussed work.
- **With regard to meetings:**
 - Be flexible around the use of hybrid meetings
 - Consider accessibility needs, time zones, caring responsibilities and religious observances.
 - Consider who needs to attend, giving appropriate notice and setting clear agendas and objectives
 - Schedule the time and duration thoughtfully, avoid last minute cancellations.
- **When asking others to work for or with you:**
 - Provide sufficient context and information, ideally including the purpose and the form you want the end product to take. Invite the recipient to summarise their understanding of your request and to seek clarification if needed.
 - Discuss rather than impose deadlines, remaining transparent where possible on the wider timetable. Promptly communicate timing changes when they impact others.
 - When given a task, ensure that the above has been done and be confident to flag when a deadline is unrealistic and / or unachievable.
 - Give people as much notice as possible of when their input is likely to be required to reduce unexpected urgent demands.



The pillars

Pillar 4 – Healthy boundaries

- Actively embrace and encourage the opportunities for flexibility
- Be mindful of the needs of, and impact on, others in relation to your working patterns

For example

- *Consider the use of delayed delivery functions in communications.*
- *Agree systems to contact people outside of their working hours where necessary to avoid the expectation that they should be constantly checking their devices.*
- *Consider the inclusion of working hours in email footers.*
- *Use out of office messaging to manage your own as well as others' expectations.*
- *Unless necessary, avoid contacting people while they are on leave or outside of their working hours.*
- *Be clear in communications when something needs to be read/actioned.*
- *Actively plan ahead for holidays to hand over work and hopefully avoid being disturbed, or at least set boundaries around when you will be available for work issues while on leave.*

