

Sisk / KeepWell Mark Case Study

Building a Holistic Wellbeing Strategy



Established 1859



Strong Foundations

Sisk is Ireland's leading construction and engineering company. Founded by John Sisk in 1859, they have been delivering iconic buildings, and infrastructure, for over 160 years.

Sisk currently has a workforce of over 2,100 people. Building in strength and numbers, every day, from Ireland to the UK and Mainland Europe.

thekeepwellmark.ie



From the Ground Up

Sisk has always taken care of their people. ‘Care’ stands as one of the three founding principles and core values of this family-owned business.

Care.
Integrity.
Excellence.

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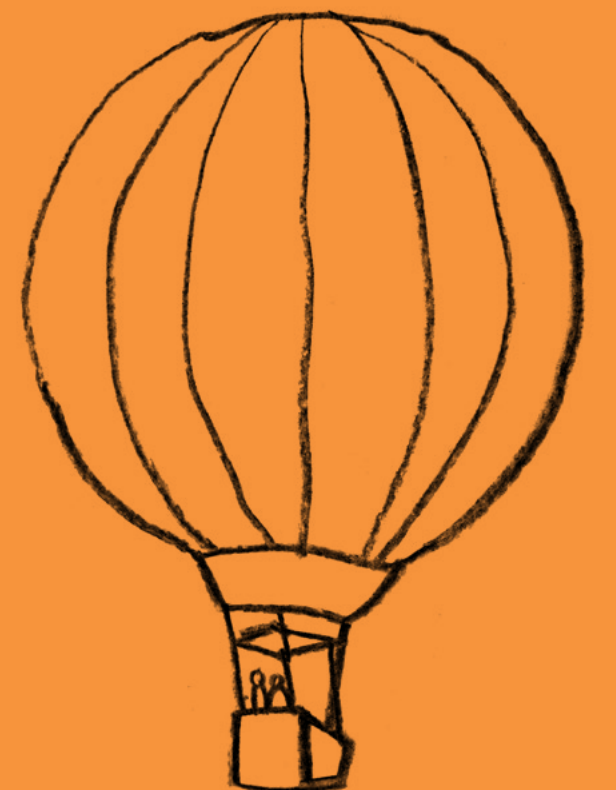
In 2016, Sisk held Roadshows and Townhalls with over 1000 staff, across the UK and Ireland.

From staff feedback, they learned that while employees recognised that Sisk was outstanding in terms of safety, they were seeking the same level of support around health: physical, emotional, and mental health.

“At Sisk, our people told us we were outstanding at safety. Our mission now was to support our employees physical, emotional, financial, and mental health to the same high standards.”

With this insight, Sisk set about their mission. To lift levels of health and wellbeing to the same high standards as safety through a holistic, company-wide strategy.

The Ibec KeepWell Accreditation was a key step to informing and implementing a unified strategy to improve health and wellbeing across all departments and territories.



The Journey Begins

Sisk has always fostered a culture of care. Looking after its people. In the construction industry, particular challenges include: long working hours, tight deadlines, and a male-dominated workforce who are often living and working away from home.

Programmes were already in place to support health and wellbeing, from social events to mental health talks, and physical health and fitness drives.

But for Sisk their core value of ‘Care’ could not sit as a value on the wall. It had to be a lived and experienced culture. Therefore, a more structured, evidence-based approach to a health and wellbeing strategy was called for.

“We were enthusiastic amateurs, in terms of wellbeing implementation. Ibec is well established and respected.

We knew they could give us a good standard to aim for - show us best practice, validate what we had been doing, show us where we can do better and what we can aim towards.”

The Timeline



2016

Roadshows and Townhalls conducted over 1000 employees

2017-2019

Feedback from the roadshow surveys indicated a need for an increased focus on financial, physical, and mental wellbeing.

Programmes put in place.

The journey towards KeepWell Accreditation begins

2019

KeepWell Accreditation awarded

2023

KeepWell Re-accreditation received

Sisk achieved 'Excellence' in four of the eight assessment pillars; health and safety, mental health, smoke-free, and leadership.

Key Steps to Success

Sisk recognised and placed priority on the wellbeing of every one of their team, from the office to the site, from CEO to engineer, from Ireland to the Netherlands.

The Ibec KeepWell Mark is a national accreditation that recognises organisations who put the health and wellbeing of employees at the forefront of company policy.

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Step One

A Top-Down Approach

Agree to set Health and Wellbeing as a strategic priority. Resources of time, money and commitment given support across all levels of the business, a top-down approach.

“The overall strategy for us is to move the dial in the company. Safety is a huge priority in a construction company. Now we are giving health and wellbeing the exact same priority. It’s coming from the top.”

Step Two

Deep-Dive Assessment

Sisk undertook a self-assessment, followed by an on-site audit and formal gap analysis. Ibec provided an independent and professional sounding-board.

The KeepWell Mark comprises a set of eight health and wellbeing pillars, ranging from mental health to physical activity. This allowed Sisk to see their strengths and opportunities across all sectors and departments.

“The KeepWell Assessment showed us where we are and where we can be.”



Step Three Validation

Validation is one of the key benefits of KeepWell Accreditation. The Gap Analysis gave Sisk real data to work from.

“With wellbeing programmes, you need data. They can be hard to quantify. Decision-makers, at the top, want to know why. You can give them data, particularly from Ibec, who have such a big name. It allows for evidence-based decisions.”

Step Three Informed Strategy

Many companies have wellbeing as part of their strategy. But it can be unfocused and inconsistent. With the Ibec KeepWell Accreditation you can build an informed strategy and roll it out cohesively across all people and departments.

“Working with Ibec, we always asked the ‘so what?’ question. If we implement this programme and this strategy, so what? What are the practical applications, where are the real impacts, where is the evidence and proof of this having added value to workers wellbeing.”

Step Four

Effective Communications

The Ibec KeepWell Accreditation points towards a holistic approach to health and wellbeing. Sisk could see from their report where they needed to focus their energies and resources. From the strategy they developed integrated programmes around four pillars consisting of: Physical, Emotional, Financial, and Social Wellbeing. It also became clear that they needed to take a settings-based approach to wellbeing.

“We go out on site. We create support networks. And we care about how the programmes land: how people are engaging with them now and also how they feel about them, a few months down the road.”



Health and Wellbeing in Action

- **1:1 Financial Coaching Clinics**
- **1:1 Nutritional Coaching Clinics**
- **Annual Health Screening Programme**
- **In-house Mental Health Advocacy and Support Leads**
- **190 Mental Health Ambassadors**
- **12 Wellbeing Champions in place across different business units and functions**
- **Programmes and presentations delivered on-site where possible**
- **Programmes supported and participated in by senior leaders**
- **Comprehensive Communications across the network; including Yammer Forums, online Health and Wellbeing Hub, Online Webinars, Roadshows, Motivational Talks**

“We needed to build relationships and build profile for the Health and Wellbeing Team. Build trust and credibility, professionalism and excellence.”



The Value of Ibec's KeepWell Accreditation

“People expect care from their employers now. If you actively help people with their challenges, they will be attracted to join your company, stay in your company, and add value to your company.”



The Value of Ibec's KeepWell Accreditation



Ibec's KeepWell accreditation places you and your workforce at the forefront of Ireland's collective efforts to improve workplace health and wellbeing. It gives you invaluable data to make evidence based decisions and provides a roadmap towards a holistic, embedded wellbeing strategy. Organisations that go through the process benefit in many ways:

- Auditing and benchmarking against an established set of standards
- Developing strategies and plans
- Improved reputation and employer brand
- Legal compliance
- National recognition
- A supportive network of like-minded wellbeing-focused organisations
- A strengthened business-case for continued investment in wellbeing

“Ibec hosts a monthly forum with industry peers. So, you can stay in the loop about what's developing in workplace wellbeing.”

Sisk's Health and Wellbeing Wins

“It's no longer about a person going home safe. The goal must be greater than that.

We want people to go home feeling like they have a purpose, that they belong, and that they are equipped with the information, tools, and supports to make positive changes in terms of health habits and behaviours.”

Sisk has brought their core values of Care, Integrity, and Excellence more fully to life, as a culture within their company. Health and Wellbeing has been given the same level of priority as safety. They are leading the way in progressive thinking and purposeful action in their sector.

- **A fully dedicated team of professionals with backgrounds in Occupational Health, Health Promotion and Psychotherapy**
- **2 Dedicated Mental Health Advocacy and Support Roles created – an industry-first**
- **Unified Strategy driving programmes around Emotional, Physical, Social and Financial Wellbeing**
- **Participating in research around Mental Health in the Construction Industry**
- **190 Mental Health Ambassadors**
- **12 Wellbeing Champions**

Every programme is breaking new ground and pointing the way towards a wellbeing culture of safety, trust, and care.

“Can I go to my manager and say ‘I’m not feeling right.’ Can I talk to someone. Are we making it comfortable to talk about health and wellbeing. Are we reducing risks and preventing harm. Now people talk about mental health. Now we are making it okay to have the conversation.

We will always be working on it, but we are making good strides and continuously improving.”

Small Steps to Better Health

Sisk always had a culture of care in place, before Ibec's KeepWell Accreditation. Now, they also have a vision of best-in-class practice with a professional Occupational Health and Wellbeing team in place, boasting two Mental Health Advocacy and Support Leads.

There has been a fundamental change in their Health and Wellbeing strategy, in terms of focus and approach. One that has moved from being a reactive response to becoming a preventative solution. This shift is achieved through cohesive and connected programmes that lead from the top-down and connect to every team through Wellbeing Champions.

“We were spending a lot of time in the reactive phase. Now we see people coming forward looking for help. It's positive, it shows the barriers are breaking down. We've built trust and credibility into what we are doing with professionalism, due diligence, and evidence-based decisions.”



Ibec's KeepWell™ Mark programme helps companies take a strategic approach to wellbeing for improved business performance.

We do this through our wellbeing accreditation; The KeepWell™ Mark, and via the KeepWell™ Community programme which offers training on building effective wellbeing strategies, along with clinics, webinars and networking events.

Discover your company's existing strengths with this quick and easy, online mini assessment: ibec.ie/keepwell-mini-assessment

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