

Profile

Industry: Entertainment

Headcount: >25,000 globally

Launch date: 2020

CASE STUDY

Unmind × **Σntain**

HOW ENTAIN IS CHANGING WORKPLACE WELLBEING WITH MODERN MANAGER TRAINING

The background

Entain plc is one of the biggest players in the betting and gaming industry, with a workforce of more than 25,000 people in 20 offices across five continents. A member of the FTSE 100, Entain's brands have a combined heritage of a staggering 250 years. To deliver great customer experiences, Entain knew they had to first deliver great employee experiences. So in 2020, they partnered with Unmind to empower their international workforce to proactively nurture their mental health.

The challenge

Fast-forward to 2022, when Entain ran a global survey to assess their full wellbeing ecosystem. They discovered an eye-opening link between manager conversations and employee burnout. The more regular, open and authentic conversations people had with managers, the less people experienced burnout.

The need for manager training, at scale, was clear. And so Entain entered the next chapter of their partnership with Unmind: the gaming giant rolled out our industry-leading Workplace of Tomorrow training course across their retail population. Stella Gavinho, Group Head of Wellbeing, who championed the initiative, explains: "We wanted to help managers nurture the right conversations and better support their teams, so giving them access to Unmind Managers was a no-brainer."

1800

managers reached

96%

completion rate

13,500

employees impacted

96%

said they found
the training helpful

68%

have taken action
to support their own
or others mental health

The solution

Unmind Managers is training done differently.

It's all about building cultural wellbeing rituals and equipping managers to have supportive conversations, giving practical support on topics that really matter – such as self-care, managing stress and anxiety, financial wellbeing and understanding neurodiversity.

“It is very easy to say, ‘you should have more conversations’,” says Stella, “but you need to give people the skills and confidence to do that. You have to lay the foundations on mental health and give everyone the same basic skills.”

The results

The results have been immediate and striking. The stats speak for themselves.

Days after finishing the course, 68% of managers had already taken action to support their own or others' mental health.

Managers also reported that they felt more able to spot when a colleague might be struggling with their mental health, more confident in their ability to nurture their team's mental health, and better equipped to help a colleague who needed it.

**“Very helpful module for all leaders in Entain.
It is an eye opener for us all. It will help us to identify
and deal with mental health in a better way than
we did before.”**

Entain Manager

Employees are reaping the rewards of a healthy Mental Health & Wellbeing culture. Managers have been giving the training rave reviews.

Thomas Brooks, Retail Learning Business Partner, said, “It's fantastic to hear so much positive feedback for this training - a massive win.”

**“We wanted our managers to have the basic skills to
create that culture of psychological safety. Ultimately
this leads to happier and better performing teams.”**

Stella Gavinho, Group Head of Wellbeing

What comes next?

Encouraged by the results they are seeing, the wellbeing team at Entain are rolling out Unmind's manager training across its employee population. To put the skillsets into practice, conversations about wellbeing are also being included in key employee development touchpoints, like performance reviews.

Stella says, "We want to create a culture of psychological safety and trust and Unmind Managers is a huge step in the right direction."