

Wellbeing in adland.

Model launch – 21st November 2017

@nabs_uk #nabswellbeing

• N • A • B • S •
how's work?

Welcome.



HAMISH NICKLIN

*Chief revenue officer, Guardian
NABS Trustee*

@winehusband

Why wellbeing?

Why wellbeing?

-15%

**“happy”
“thriving”**

77%

**experience poor
mental health**

30%

**industry
turnover**

£26bn

cost of stress

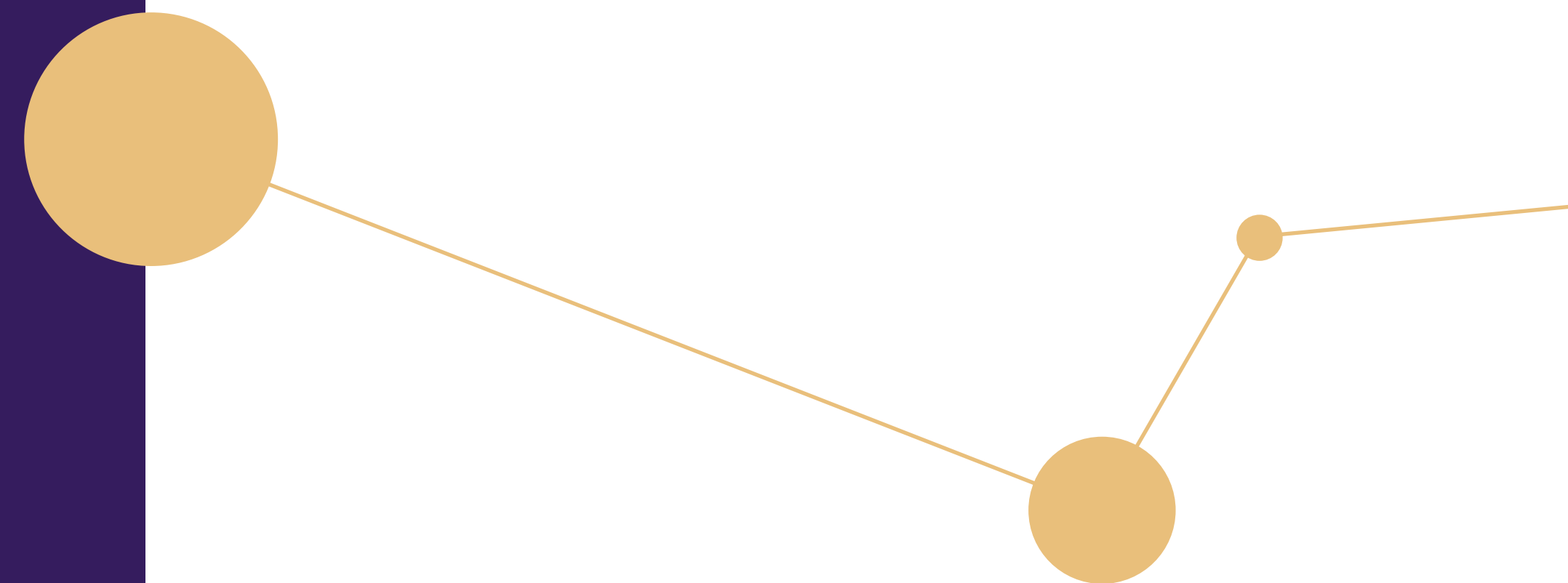


37%

**increase in NABS
service users**

Improving and championing the wellbeing of everyone in advertising and media, to help you, your company, your colleagues and the industry succeed and thrive.

N A B S
how's work?



What we're doing.

SORAYA SHAW

*Strategic consultant,
wellbeing & careers*

@sorayashaw

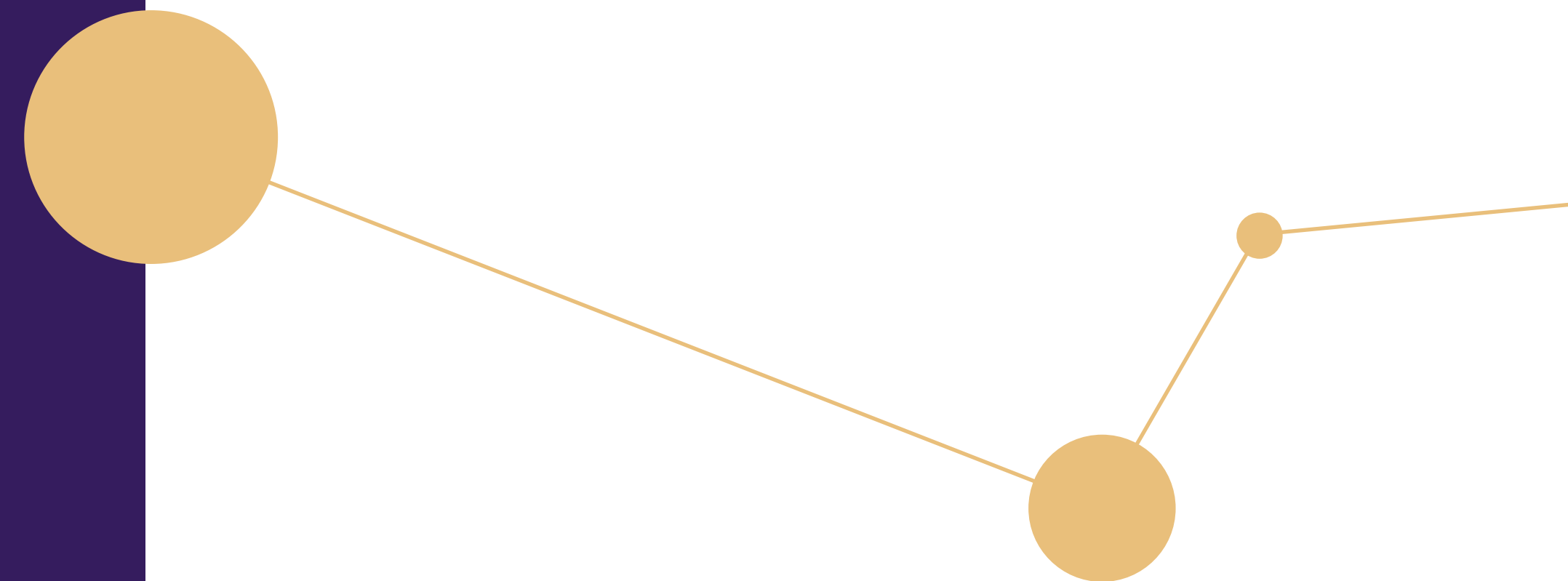


Positive mental health:

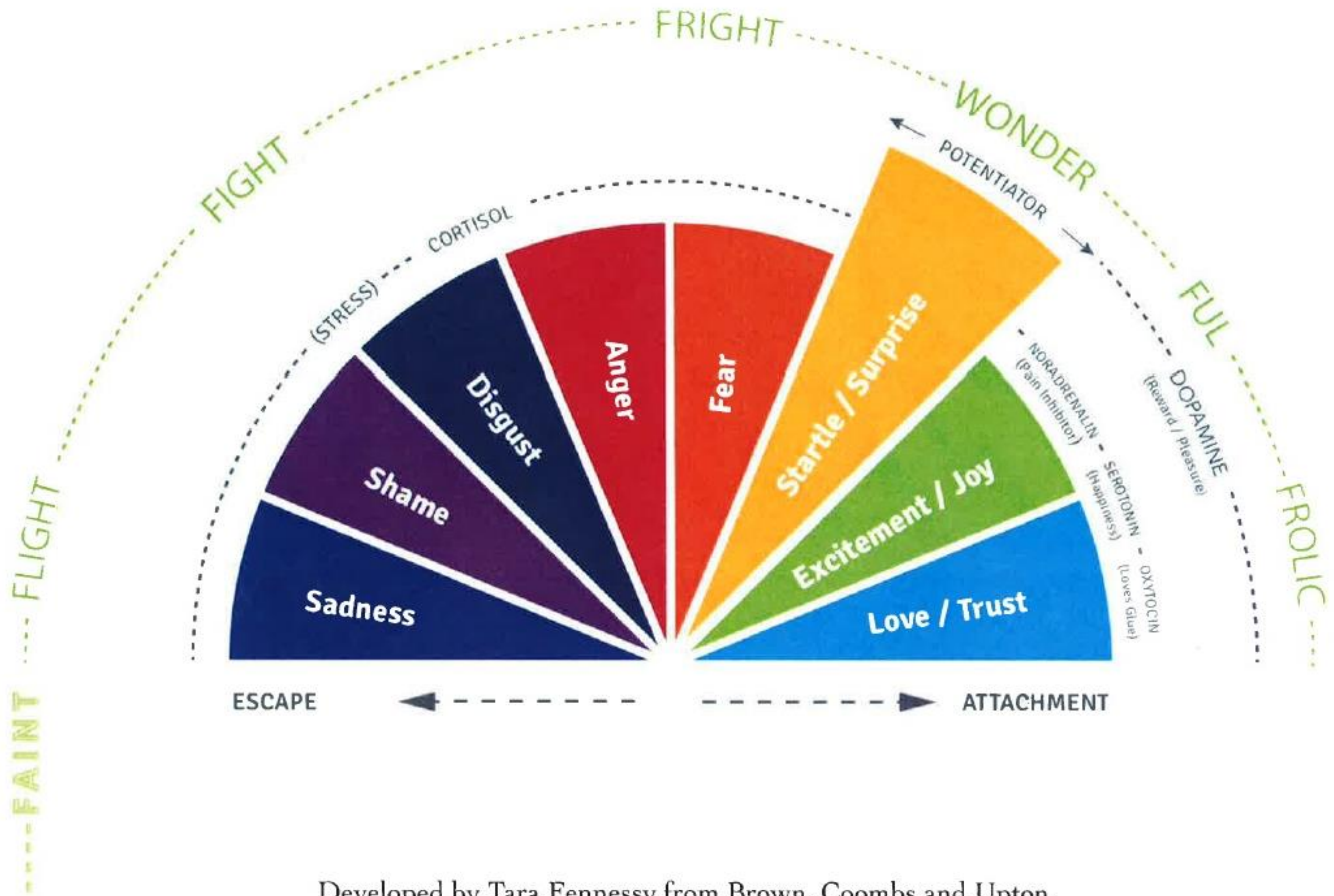
“A state of wellbeing in which the individual realises his or her own ambitions, can cope with the normal stresses of life, can work productively and fruitfully and is able to contribute to his or her community.”



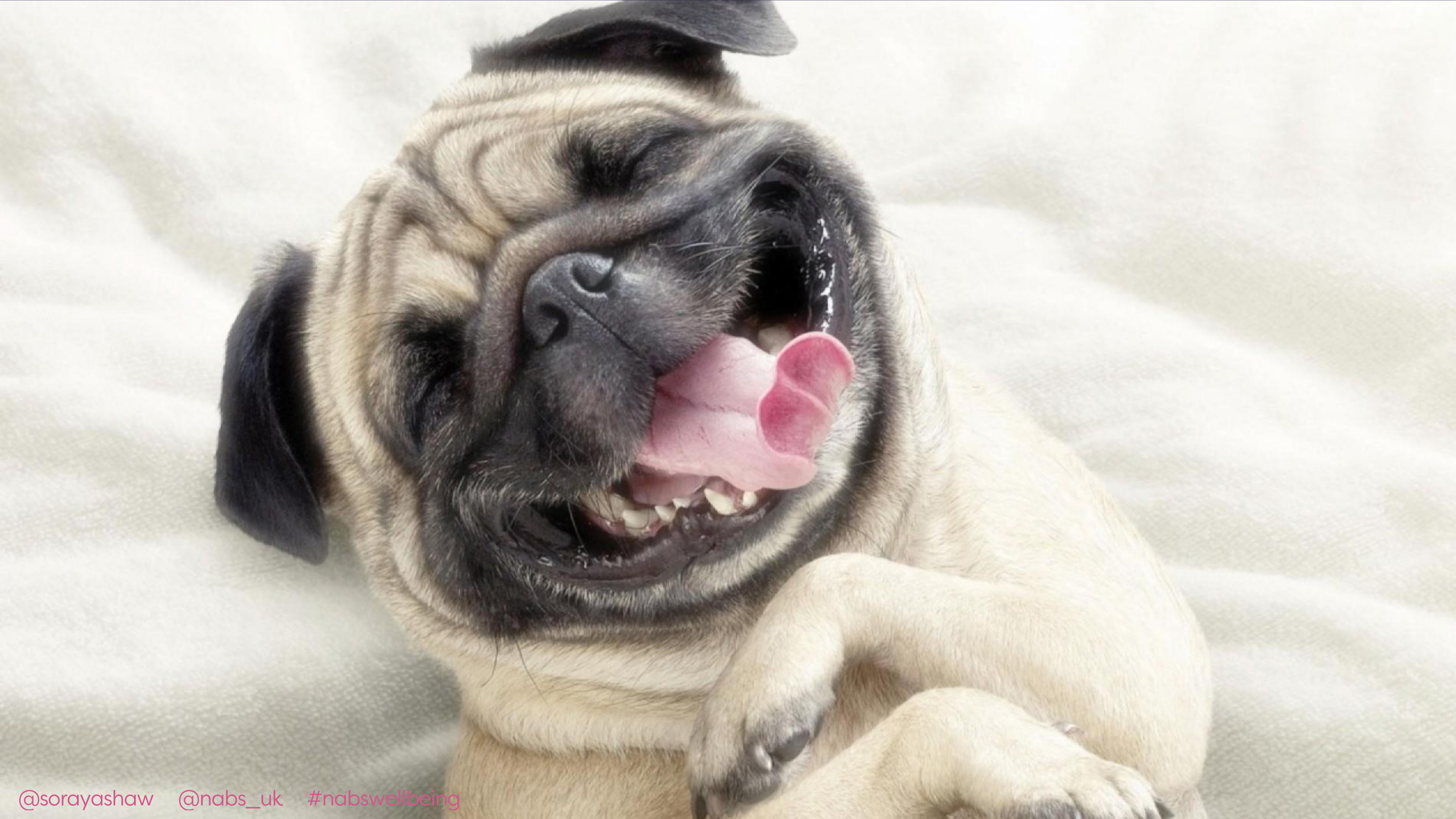
**World Health
Organization**

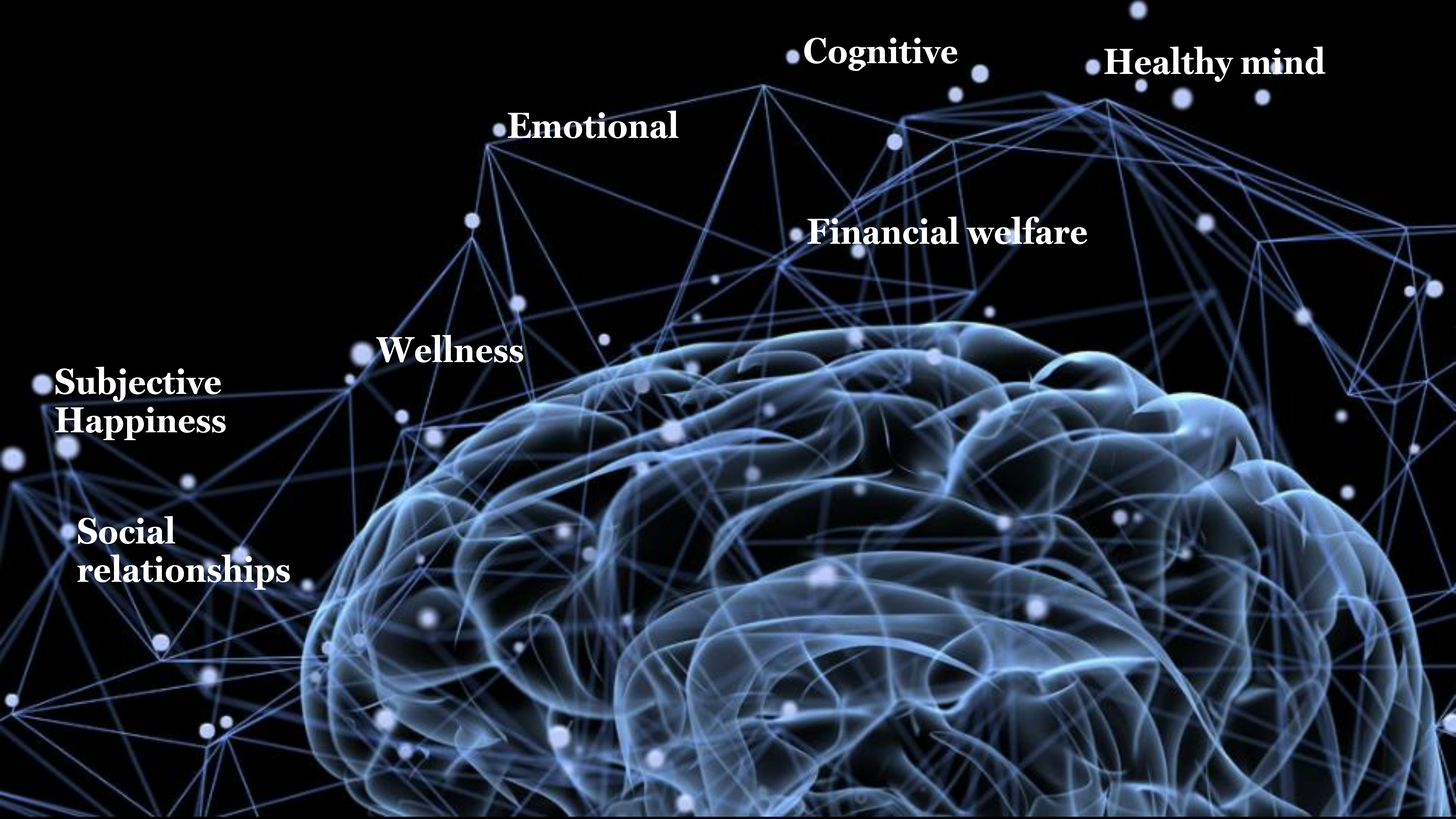






Developed by Tara Fennessy from Brown, Coombs and Upton.





• **Cognitive**

• **Healthy mind**

• **Emotional**

• **Financial welfare**

Wellness

• **Subjective
Happiness**

• **Social
relationships**

Introducing NABS' SHEPARD* Model for Wellbeing.

DISTRESS

disSatisfaction

poor Health

negative Emotions

negative Perceptions

lack of Awareness

poor Rewards

lacking Diversity

Satisfaction

Health

Emotions

Perceptions

Awareness

Rewards

Diversity

THRIVING

Satisfaction

good Health

positive Emotions

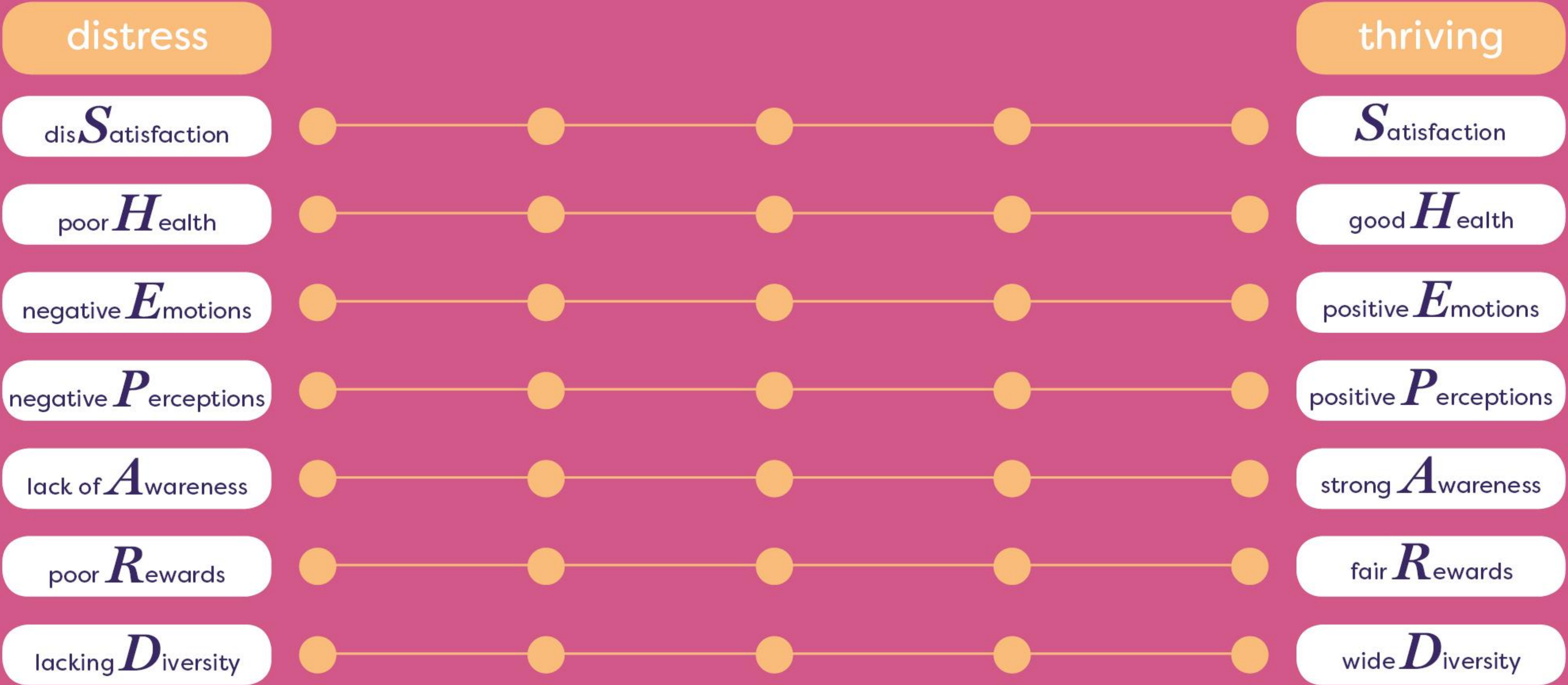
positive Perceptions

strong Awareness

fair Rewards

wide Diversity

The NABS SHEPARD Model for Wellbeing



What's coming up.



DIANA TICKELL
NABS CEO
@djtickell

Next year.

**Manchester
& Edinburgh**

**Leadership &
management
programme**

**Masterclasses
& coaching**

Thank you for your support.

What can you do now?

1.

self-assess

2.

champion NABS

3.

have fun

Thanks from all of us.



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