

The success of the
mindful business charter
at FireFish

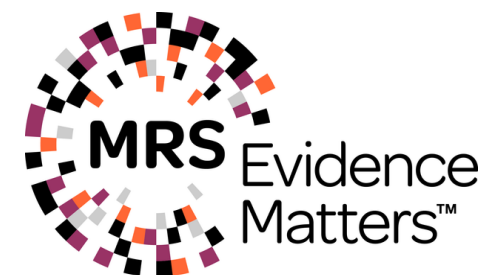
How we got started...

It was Jem, our CEO, who first heard about the Mindful Business Charter and felt it would be an important initiative for our business to be part of.

We set up a team across our group of companies to help find out more about how to become a signatory of the charter.

“Our work with the Mindful Business Charter set out to remove unnecessary stress and provide a framework and support for people to thrive”

Jem Fawcus, CEO



What is the MBC?

-why is it important?

The Mindful Business Charter is a practical framework that reflects our values and beliefs when interacting with others, both within the business and with clients. It consists of 4 key pillars:



Openness & Respect

Create & facilitate safe, open cultures to build trust.



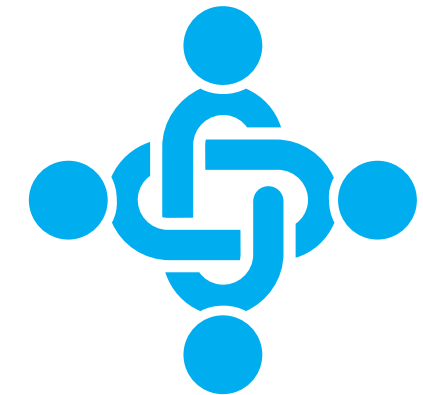
Smart Meetings & Communication

Think about what you're saying when & to whom



Respect rest periods

Give consideration to the need for you & others to switch off.



Mindful Delegation

Collaborate, instruct and delegate with care.

The goal of the MBC is to ensure that we are minimising unnecessary stress, and to protect and maintain the health and wellbeing of employees

Our commitments to the Charter...

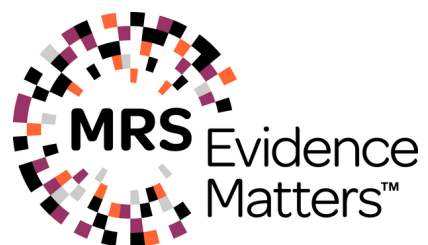
As a signatory of the MBC, we joined a community of organisations all wanting to support and collaborate, share learnings and experiences.

Being the first organisation to sign from the MRS, we took some time to figure out how we could apply the principles to our industry effectively – some felt easier than others to make work in a realistic way.

As we attended more meetings and monthly working groups, we took learnings back to our own team meetings and brainstormed ways in which we could apply tangible actions across our own internal ways of working and with our clients.

The monthly working groups are really helpful in thinking about what practical resources and tools we could create for our businesses. We hope to continue to evolve our learning around this in 2023. The struggle, of course, can be finding the time outside our day to day, to work on it!

But we are proud to be sharing our learnings, be part of a community for change, supporting each other and spreading the word....

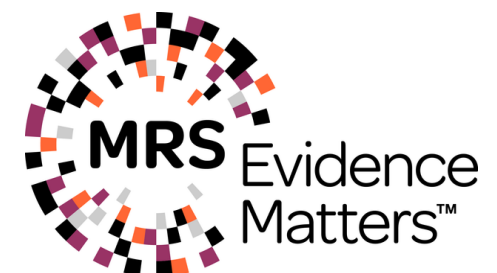


How are we using it?

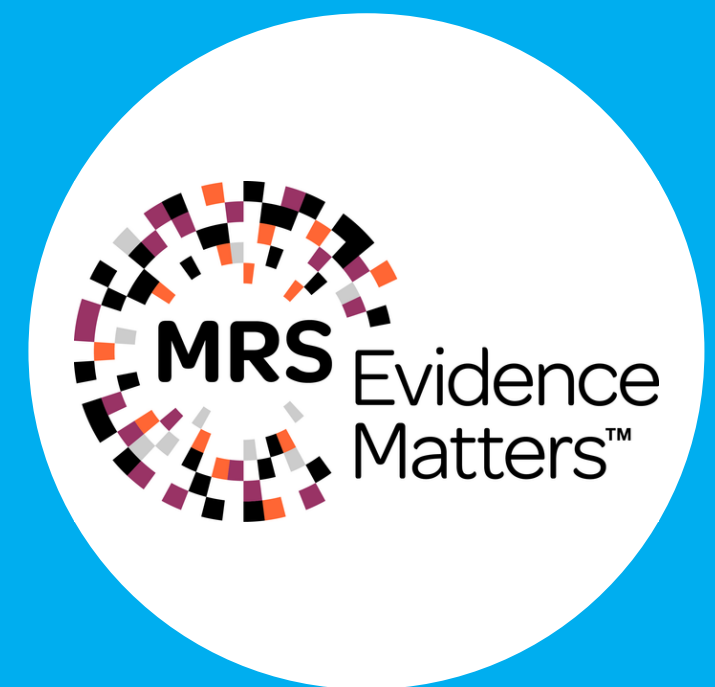
“Within the businesses, we are working to create a set of actionable principles that we can use on an every day basis underneath those 4 pillars.

Those principles might look slightly different for different parts of the business, and we’re all at slightly different stages of the journey, but we are continuing to establish new principles and further those that we already have”

Amy Clark, Senior Strategist, The Pineapple Lounge



Since committing to the mindful business charter, we have implemented the following initiatives at Firefish...



Openness & respect

(building trust and effective communication)

Working With Me doc:

- A way to share preferred ways of working with your project team, including how you like to work (e.g. from home, in the office, early bird v. night owl) and how best to communicate with me (e.g. channel preferences)

Allowing longer lead times for costs from both external suppliers as well as from our internal project management team



Name:

Days worked:

How I like to work (e.g. from home, in the office, early bird vs. night owl etc):

How best to communicate with me (e.g. channel preferences, time of day):

Other things to know about me (e.g. what I'm good at / strengths, developmental goals / things I'm working on, any pet peeves, etc.):

Smart meetings & communication

(adhering to smart meeting and communication guidance)

Encouraging people to avoid scheduling early morning meetings where possible

- Recommend both internal and external meetings commencing from 9.30am onwards

Encourage people to use the delayed send function on emails where needed

- Especially when emailing a junior member of the team who may feel more pressure / obligation to respond outside of typical hours

Respecting rest period

(consideration given to the need to 'switch off')

Encourage agile and flexible working hours (and signalling via signature line)

Avoid scheduling lunch time meetings

- Including pushing back our regular 'lunch and learn' sessions to make them 'late lunch and learn sessions', so people do not have to compromise their lunch break for team training etc.

No evening fieldwork on people's first day back from holiday

- Removes the need to contact anyone while on leave

Mindful delegation

(implementing a best practice approach to collaboration, instruction, and delegation)

Project kick off sessions across teams

- Clearly delegating tasks and being transparent on what's required, as well as creating space for questions and discussion

“One of the biggest actions we’ve taken this year is a slide we have created to use in proposals that communicates our commitment to MBC and in doing so presents our values to clients.

This is something that we’ve seen other agencies do, and it’s something that we think is really important to include”

Margot Goldman-Edwards, Associate Director, FFUK



“We have definitely been on a journey with the Mindful Business Charter over the last 18 months.

It has taken some time to think through how these can apply right across our 4 businesses. With differences in ways of working, cultural expectations and physical locations to take into account – we have had to work hard to really bring the principles to life in different areas.

Some of our teams have had higher expectations than others about how the principles can work in practice. And in some areas we have taken more time to understand how our actions can evolve into consistent and meaningful standards and practices.

We continue to do more we have made a great start and hope that as we keep the MBC on our Group leadership agenda, we can facilitate more conversations and actions that will help all of us to remain focused on positive actions to support our health and wellbeing at work”

Sian Stranks, People & Development Director

