

CASE STUDY



“Team Wellness across the Pitch Process”



Industry: Advertising
Number on team: 8
Location: Dublin, Ireland

Challenge

The pitch process for any team can be an intense and stressful period for everyone involved. It's a universal problem for so many businesses, and is an essential part of the advertising business model.

Day-to-day workloads don't disappear when pitching. Extra input is required and in turn personal life is impacted. It increasingly takes its toll on individual team members and the overall organisational culture. A sense of dread can creep in at the outset of a pitch, setting it off on the wrong note.

Objectives

- The main objective was to improve the pitch culture in the organisation.
- To help both the individual team members and the overall group to stay healthy and well.
- Learn practical ways to reduce stress and increase energy on an individual and group level.
- Have a positive impact culturally.

Solution

The multi-layered approach was based around the WellNow Co.'s **Achieving Wellbeing Model**. It was used across the pitch process to get each individual into the coaching mindset in order to reduce stress and help them to make the behavioural changes they wanted for themselves to feel healthy and well. It also addressed working as a team to create deeper understanding and empathy within the team, helping them to work optimally together.



Deliverables

The format was multi-layered using both in-person and online solutions. The kick-off, **in-person workshop** was energetic and inclusive, exploring self-awareness and tapping into intrinsic motivation. This was followed by an **online talk** on Nutrition and Lifestyle factors that can help reduce stress. This was informative and offered practical takeaways.

With the groundwork done, each team member was offered two **1:1 laser-coaching** sessions with Suzanne. These confidential sessions helped the individual find specific solutions to their personal barriers to feeling their best.

The wellness experience concluded with a **post-pitch wrap-up session**. This session showed ways to continue with their new learnings and maintain the level of health and wellbeing they are aiming for.

Results

- **Improved engagement** – The benefit of working more closely as a team allowed more 'Flow' and to deliver better results while maintaining high morale.
- **Optimal performance** – The pitch delivery was a team highlight. The sentiment is that it was because of the approach from the outset of the process that helped them approach it in a fresh way.
- **Pitch Success** – The outcome of this pitch was winning a new business account for the agency.

Client quote

"Too often corporate wellness programs sit on the periphery of the actual pressures of the job / project at hand. Working with WellNow enabled us to integrate health & wellness into a very distinct process, in a very bespoke way for an advertising agency pitch in a way that made sense for the Droga 5 agency culture and the individuals who live it every day. I'm personally so proud of what we co-created with WellNow, Suzanne in particular because it has proven to me that working in a highly pressurised container project or role in general, but one you love – can be achieved and enjoyed without sacrificing your wellbeing and the very thing that sustains your creativity"

– Emer Fitzgerald, Head of Engagement, Droga5 Dublin

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Let's arrange a call to see how we can work together.

Suzanne



www.thewellnowco.com



hello@thewellnowco.com



+353 (0)87 984 2095



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