

WEBINAR

# The Role of Employee Storytelling in Mental Health Awareness

**STORIES**

TRANE  
TECHNOLOGIES™

STORIES

# PRESENTERS



**Kristin Irby**

Global Wellness Leader  
Trane Technologies



**Bernadette Van Gieson**

Growth Marketing Manager  
Stories Inc.



**Christy Coluccio**

Account Manager  
Stories Inc.

# Stories Inc. Overview

High-quality, substantive video, photo, and blog content at scale

Stories Inc. creates content (blogs, videos, photos) from employee experiences we uncover.



intel

From Product Innovation to Process Automation, Projects at Intel Have Global Impact

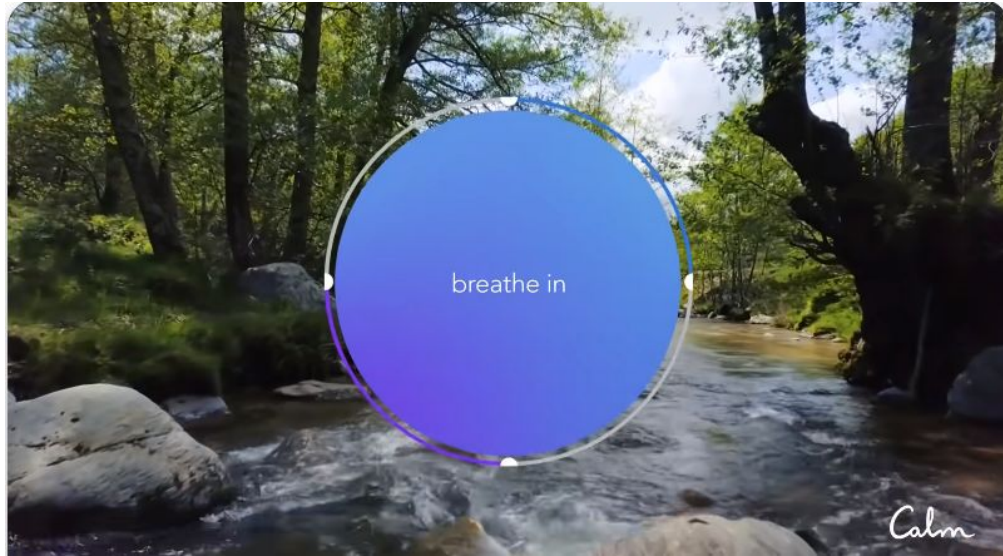
Platform architect Aline Sadate got a nice surprise two years after working on a secret project. When she started at Intel seven years ago, Aline was part of a team of engineers working on one of the most "fascinating" and "interesting" projects she's ever worked on. The catch? None of them knew exactly what it was, even after visiting the client to ensure the finished board worked.

"You are making sure it's working, but we have no idea what we are working on. We just know that everything is connected as

intel



# Warmup: 1-minute wellness exercise



## WHAT WE'LL COVER TODAY

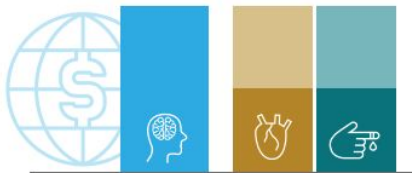
- The current state of mental health and wellness in the workplace
- Building a Mental Health program: team structure, establishing a mental health baseline, and building a roadmap.
- Creating and distributing an anti-stigma campaign using employee stories
- Campaign results and what's next for Trane Technologies
- How to get started + Q&A Session with Kristin!

# How Mental Health Affects the Workplace

**43%** of large EMPLOYERS have a formal mental health strategy

## BUSINESS IMPACTS

Globally, mental health disorders cost **\$2.5 trillion** annually—that's roughly equivalent to the combined cost of cardiovascular diseases and diabetes doubled.



**62%** of missed work days attributed to mental health

**57%** say mental health conditions cause a lack of focus

**45%** say mental health conditions lower productivity

## Work Positively Impacts Mental Health by Boosting...



Self-Esteem



Well-Being



Social  
Connectedness



Recovery

SOURCE: Business Group on Health

# Who is Trane Technologies?

- Trane Technologies is a global climate innovator. We bring efficient and sustainable climate solutions to buildings, homes and transportation.
- 39,000 team members, 100+ manufacturing locations in 28 countries
- Key talent categories: Engineering & Technology, Manufacturing & Supply Chain, Project Management, Product Management, Sales & Service



# Mental Health & Wellbeing at Trane Technologies: A Journey

- Wellbeing program began 10+ years ago
- Wellness Champion network (200+)
- Global EAP implemented in 2017
- Challenges: utilization; access to resources; cultural nuances
- Pandemic created urgency to prioritize & enhance support for team members



Take Care



Move More



Live Well



STORIES



# Addressing Pandemic Mental Health Challenges

- Got the right people in the room.
- Mental Health Tiger Team developed
- Early 2021: Mental Health Pulse Survey launched globally

Listening to employees to help solve for common sources of social risk factors which can lead to increased mental health conditions.

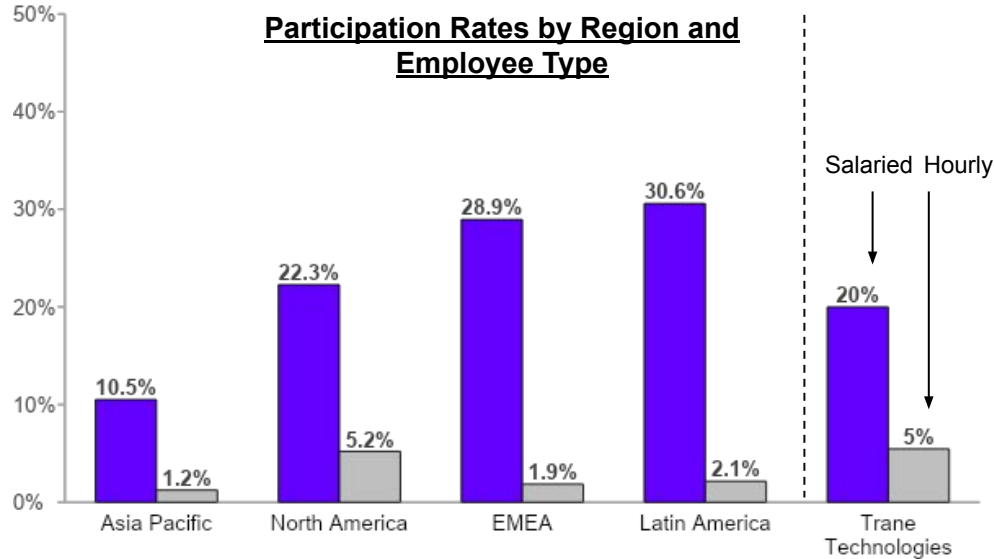
Creating a safe space for employees to share and seek support.

Equipping managers to have conversations and actions to support their team members.

Identifying opportunities to make mental health a priority in our culture today and in the future.

# Internal Survey Demographics

14% of Trane Technologies employees responded

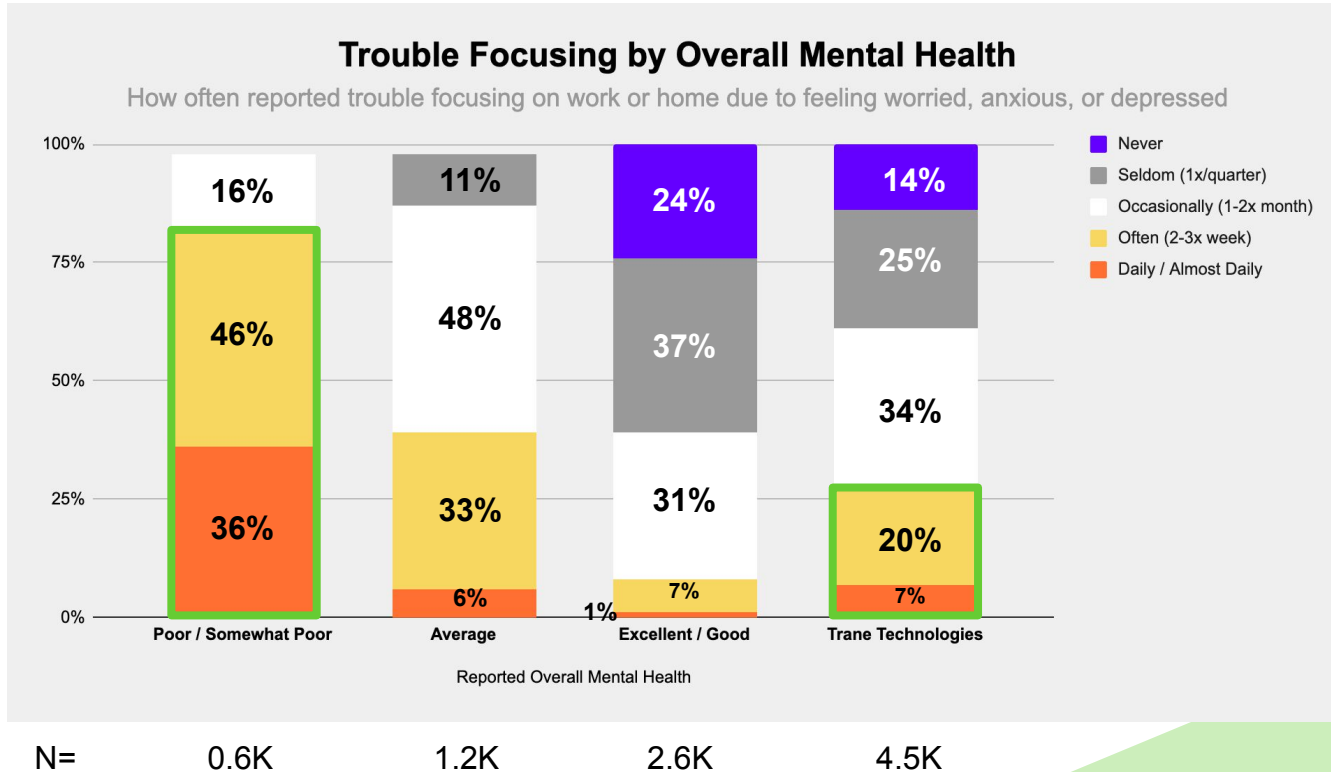


Headcount: 4.9K 1.0K 10.6K 12.8K 2.2K 2.2K 1.0K 1.1K 18.5K 17.0K

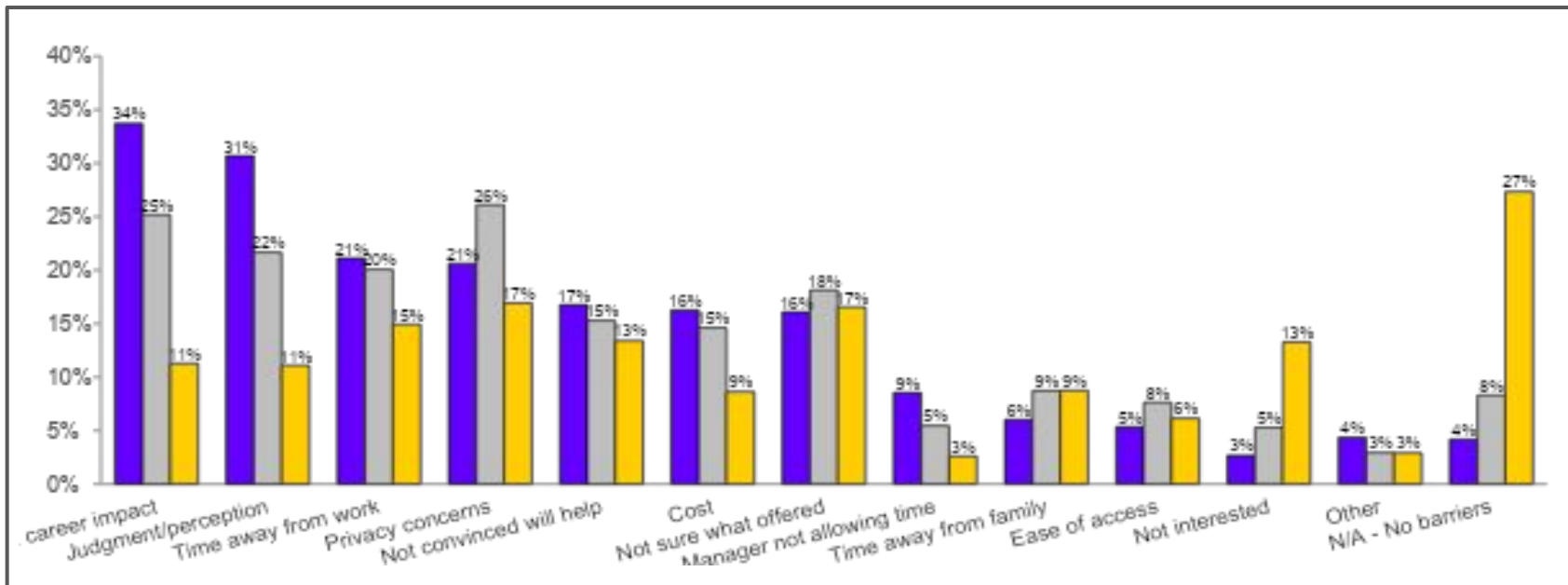
\*While we did offer "non-binary" as an option, responses are too small to share out

Category	Participation Rate
Employee Type	
Salaried	20%
Hourly	5%
Gender*	
Men	11%
Women	21%
Region	
Asia Pacific	9%
North America	13%
EMEA	16%
Latin America	16%
Business Unit	
TK Americas	16%
TK EMEA	14%
Comm HVAC EMEA	14%
Comm HVAC Americas	12%
Residential HVAC	10%
HVAC & Transport AP	5%
Corporate/Functions	33%

## Quantitative Takeaway #1: Over a quarter of employees have trouble focusing on work or home at least 2x a week due to feeling worried, anxious, or depressed



**Quantitative Takeaway #2:** How knowledgeable is our workforce about mental health and how empowered are they to seek help? Career impact, judgment/perception, time away from work, and privacy concerns were top reported barriers.



## Qualitative Takeaways - provided by open comments

**Team members want the company to embody a culture of self-care, trust, and empathy.**

Concerns over privacy, negative career impact, and judgment were identified as the top barriers to seeking mental health care.

**Team members asked that we promote existing resources & make them easier to access & use.**

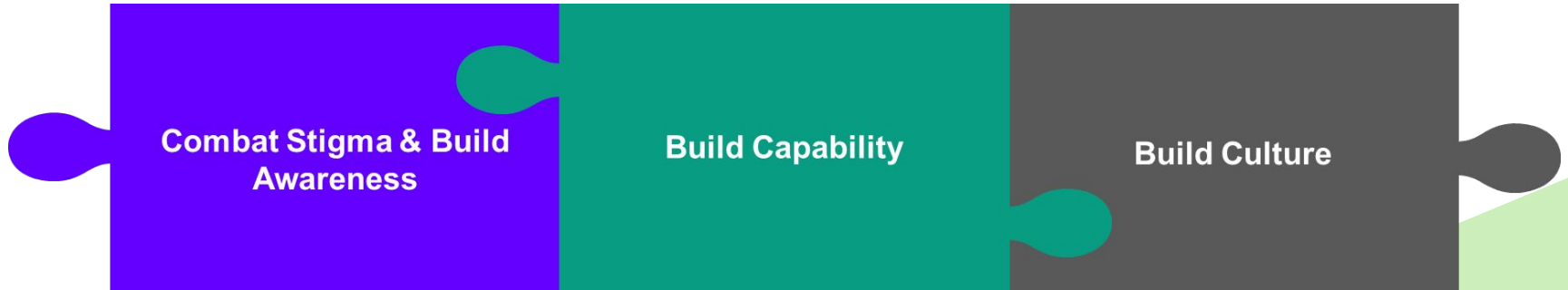
Stressed over personal health, uncertainty about future, tension from social, or political events, and lack of time for self-care

**Only ~1/3 of respondents feel knowledgeable about mental health issues.**

Managers indicated need for training on how to recognize signs; team members identified need for support from managers.

# 3 Key Pillars of Mental Wellbeing Program

- Anti-Stigma & Awareness Campaign
- Mental Wellbeing Hub
- Manager / Team Member Training



# Stories Inc: Using Employee Storytelling to Create an Anti-Stigma Campaign

- Storyteller selection: leadership participation and global inclusiveness critical
- Creating a safe space: storyteller prep and inviting storytellers into the editing process
- Final content library: 9 videos, each translated into 9 different languages



# Example 1: Ray Gallimore



hospitals, COVID wards, the CDC; places



## Example 2: Ann DeMan



were out of balance at the same time,

# Campaign Distribution & Impact

- Reaching a Deskless Workforce:
  - QR codes, pics + quotes on monitor screens at manufacturing sites
  - App shortcut
- 9 videos / posts on intranet & app
  - Avg Views: 13,500 (highest: 22,521)
  - Best performing campaign of 2022!
- 2022 President's Award Winner



# Build Capability: Mental Wellbeing Hub

- Easy access to self-help info, internal + external resources, team member stories, and support for managers
- Most materials available in 10 languages
- 2,608 unique visitors, 5,899 site visits in first 5 months

## When we dare to care, we boldly go.

At Trane Technologies, we believe that mental health:

- Is an important component of overall health and well-being and includes emotional, psychological, and social well-being.
- Affects how we think, feel, and act; and contributes to how we handle stress, relate to others and make healthy choices.

Trane Technologies supports maintaining and sustaining your best self and mental health is a key component. The **Mental Well-Being Hub** is a global employee resource that provides access to self-help information, team member stories, and guidance for supporting others all in one place.

### It's OK not to be OK.

Mental health issues are common and not a sign of weakness. People should never feel ashamed to seek help. Hear from our team members who are sharing their personal stories and experiences related to mental health and well-being.



Watch Ray's video in:

Spanish | Italian | French |  
Simplified Chinese | Portuguese | Thai |  
German | Dutch | Czech

If you or someone you know is experiencing a mental health crisis, reach out immediately to your local emergency services. Click [HERE](#) to find country-specific Helplines, then type your country in the Search box.

### Support for Managers

#### Introduction to My Guidance Resources for Managers and Supervisors

Spanish | Italian | French | Simplified Chinese | Portuguese | German | Dutch | Czech | English (UK)

### Resources for Employees

#### PRIDE + ComPsych, a Guidance Resources Training and Discussion (Recording in English)

#### Mental Health First Aid

Spanish | Italian | French | Simplified Chinese | Portuguese | German | Dutch | Czech | English (UK)

# Looking forward: What's next for Trane Technologies, and what's top of mind in the market right now?

- Up next: Manager Training
- Enhancing current mental health benefits
- Expanding network
- Mental health ambassadors

# How to Build a Mental Health Program in your Organization

- Get the right people in the room. Mental Health is more than just HR
- Understand the specific needs of your workforce (gather data if you can)
- Create a roadmap.
- Employee storytelling is your most effective content medium
- Constantly iterate and ask for feedback.

**Questions!?**

**STORIES**

# Thank you for joining us!



**Kristin Irby**

Global Wellness Leader  
Trane Technologies



**Bernadette Van Gieson**

Growth Marketing Manager  
Stories Inc.



**Christy Coluccio**

Account Manager  
Stories Inc.