

BAIRD & CO. CASE STUDY



AWWS Training & Consulting
Mental Wellbeing For Today's Workforce

CLIENT PROFILE

Baird & Co. is a global leader in financial services offering private wealth management, asset management, investment banking, and private equity services.

OF EMPLOYEES

3,100+

INDUSTRY

Financial Services

CHALLENGE

In today's world of unprecedented pace and pressure, Baird & Co. recognized that proactive mental wellbeing is essential for associate engagement, health, and productivity.

SOLUTION

AWWS partnered with Baird & Co. to design a comprehensive, stigma-free, mental wellbeing program for associates and their family members.

To help associates and their families safely cope with stress, AWWS created an on-demand, video course consisting of instructor led stress-relief exercises and best practice, 'how to' trainings including how to support a family member in crisis.

In addition, Baird & Co. leaders were certified in **Workplace Mental Health Safety**, effectively equipping leaders to proactively identify warning signs, safely respond to signs of crisis, appropriately handle mental illness disclosures, and reduce stigma.



These results do not lie! *Mettie creates a very safe space to ensure that everyone feels comfortable. We've had multiple associates ask when she is coming back!*

AWWS went above and beyond to spread awareness and knowledge about mental health to create a stigma free workplace at Baird.

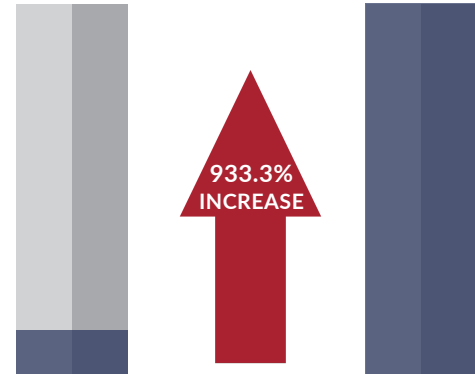


BECCA KESTLY

Wellbeing Program Manager, Baird

BAIRD & CO. RESULTS

% of Baird leaders that reported 7+ levels in having **strategies to support associates' mental health & resilience**



9.68% BEFORE TRAINING

100% AFTER TRAINING

100%

of Baird & Co. leaders reported AWWS provided **actionable takeaways** they can apply to their daily leadership role

70.2%

Baird & Co. leaders increased their **awareness of communication strategies to support associates' mental health & reduce stigma** by 70.2% with an average individual increase by 123.1%

88.3%

Baird & Co. leaders increased their **confidence of knowing how to safely intervene during an associate suicidal crisis** by 88.3% with an average individual increase by 163.4%

*Source: Impact results were established through confidential pre & post assessments distributed and collected by Baird. Results are self-reported based on a 1-10 scale, with the exception of "actionable takeaways" being a "Yes/No" question. A response of 7 or above indicates a high awareness, knowledge, & confidence level.

To view more client results, visit:
www.StigmaFreeWorkplace.com



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