
The role of technological innovation and wellbeing post COVID-19



Craig Hudson, Managing Director New Zealand & Pacific Islands

A man with curly hair and glasses, wearing a red and blue plaid shirt, is smiling and holding a large carrot. He is standing in a garden with green plants and red and blue striped umbrellas in the background. A blue overlay on the right side of the image contains text.

Our purpose:

**Make life better
for people in small
business, their advisors
and communities
around the world**

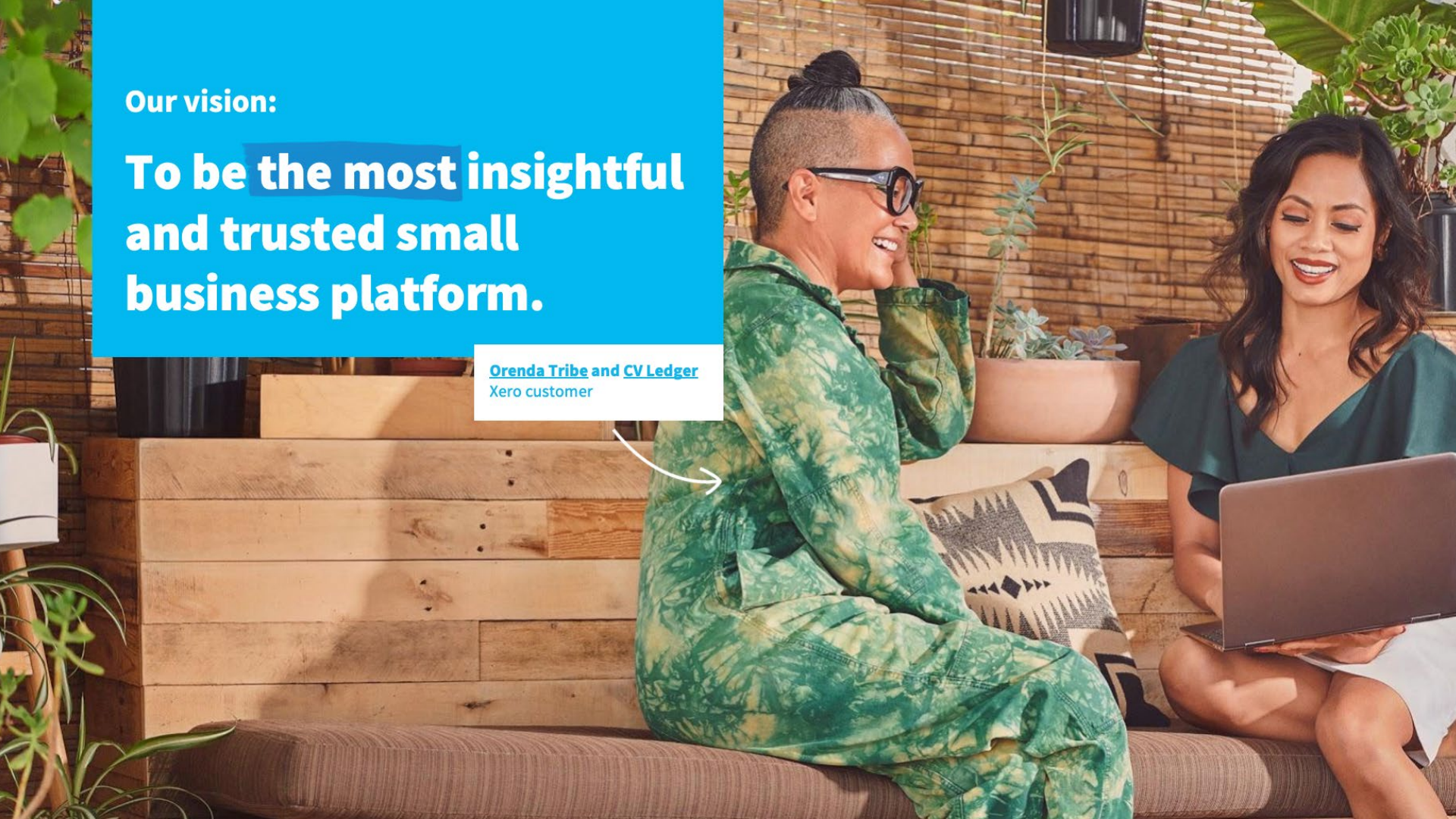
The Little Veggie Patch
Xero customer

A white curved arrow points from the text box to a red and blue striped umbrella in the background.

Our vision:

**To be the most insightful
and trusted small
business platform.**

[Orenda Tribe](#) and [CV Ledger](#)
Xero customer

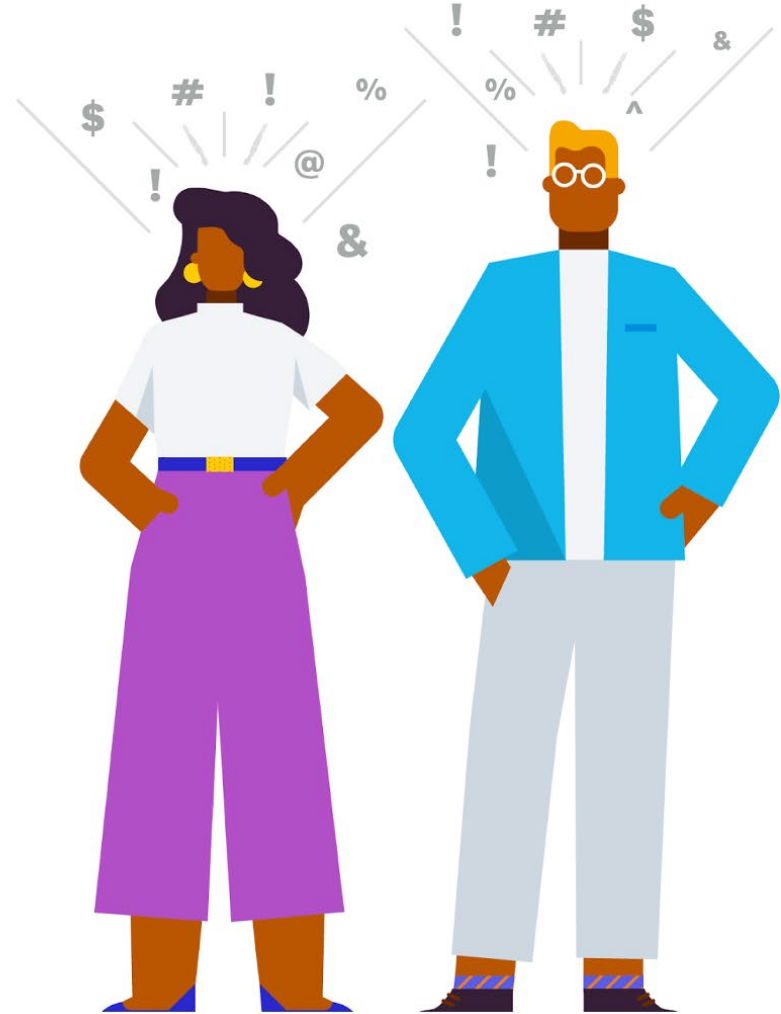


Small businesses in Aotearoa right now



Key stressors

- **Cashflow**
- **Mental wellbeing**
- **Losing customers**
- **Personal income**
- **Reducing costs**



How can technology help?



Get to know your business

Real time data

Systems talk to each other

Manage cash flow

Reporting and insights

**Access info anywhere,
anytime**

**Stored securely in one
place**



Customers and community

Engage and communicate

Industry specific apps

Digital marketing

**Foster sense of
community**

Reach more customers

Emotional connections



It's not only about technology. It's about people



Why is empathetic leadership important?



The business case for leading wellbeing

 **\$3.50**

Every dollar spent on mental health in Aotearoa will repay the nation with \$3.50 in productivity gains and other savings

 **10%**

Organisations that prioritise employee engagement and wellbeing **outperform the industry average** by approx 10% on the FTSE 100 index

What we've heard from small businesses

64%

Of SME employees say they experienced higher levels of stress during lockdown

58%

Of small business workplaces have not had a conversations about the wellbeing in the workplace since the first lockdown

56%

Of small business employees would make use of a wellbeing/support programme if it was available in their workplace

How to get started with wellbeing

The Check In is a simple 5-step guide to help leaders support their teams.

- **Step 1:** Get to know your team
- **Step 2:** Foster connections within your team
- **Step 3:** Support others to look after themselves
- **Step 4:** Make it okay to ask for help
- **Step 5:** Make a longer term commitment to wellbeing

xero.com/resources/the-check-in

The Check In

xero

2020 has been a year unlike anything we could have imagined and it's not over yet.

As we head into the final few months of the year, it's important for us all to take stock of our wellbeing.

From our physical and emotional health through to mental and spiritual, wellbeing is a key component of happiness and contentment.

Here at Xero, wellbeing is something we take seriously. Last year, we worked with the Mental Health Foundation to investigate wellbeing across the Kiwi small business sector and created the [Small Business Wellbeing Report](#).

We also launched the [Xero Assistance Programme \(XAP\)](#) which provides free and confidential wellbeing support to approximately 850,000 Kiwi small business owners, their employees and families.

All workplaces play a central role in building people's resilience and positive wellbeing, so they can better cope with setbacks, take advantage of opportunities and be productive, contributing members of families, communities and workplaces.



“

It makes good business sense too. Every dollar spent on mental health services in New Zealand will repay the nation with \$3.50 in productivity gains and other savings.

”

It can be hard to know where to start with wellbeing in the workplace, so we've created a check in for all SMEs to help them support their team to thrive in this final part of the year.

See the following page for a breakdown of The Check In step process.

The Check In consists of four steps, and an optional fifth step extension:



Getting to know your team



Fostering connections within your team



Supporting others to look after themselves



Making it okay to ask for help



Making a longer term commitment to wellbeing

XERO ASSISTANCE PROGRAMME



Benestar 
Be your best you

Q&A

