

# Partnership Story: AA Insurance

AA Insurance and BlueSkyMinds have partnered together since 2019 to offer a range of mindfulness based programmes to employees



No of Employees - 800+

Locations - Auckland & Hamilton New Zealand

Sector/Industry - General Insurance

### Company Bio

AA Insurance has been offering general insurance to New Zealanders for over 25 years. Their products have all been developed in New Zealand with Kiwis in mind. AAI are proud to offer competitive and flexible cover while delivering the best customer service in the industry.

### Background:

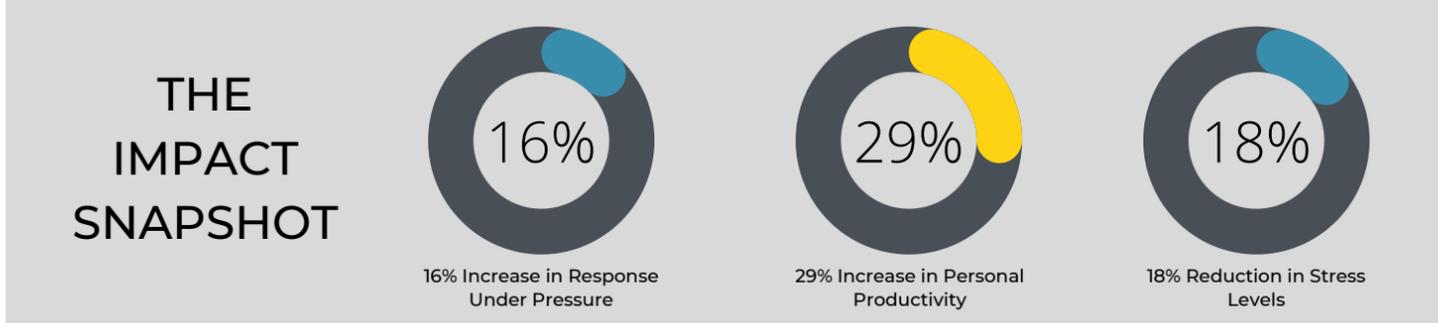
AA Insurance, are not only an award winning NZ General Insurer, they are also committed to growing their own talent - enhancing people's careers and improving performance by supporting the ongoing learning and development of every individual.

In 2019 AA Insurance were looking to compliment their employee wellbeing strategy with practical tools to empower people to manage pressure, stress and increase focus. It was important that any initiative would bring about lasting, long-term individual and organisational change, rather than being a "one off" initiative. The view taken was this will have an ongoing ripple effect, positively impacting customer interactions and team communication.

AA Insurance were looking for a provider that could align offerings to their culture and wellbeing strategy, as well as ensure the programme was positive, transformational, empowering and offered practical support.

**"It's such a pleasure to partner with BlueSkyMinds to support the wellbeing and performance of our people. The results speak for themselves. We have been so pleased with the results of the courses run to date and have seen a positive improvement in how our people respond under pressure, a significant reduction in self-reported stress levels, and an improvement in customer interactions and working relationships."**

ERIN BREARLEY - AAI SAFETY & WELLBEING BUSINESS PARTNER



### The Initiative:

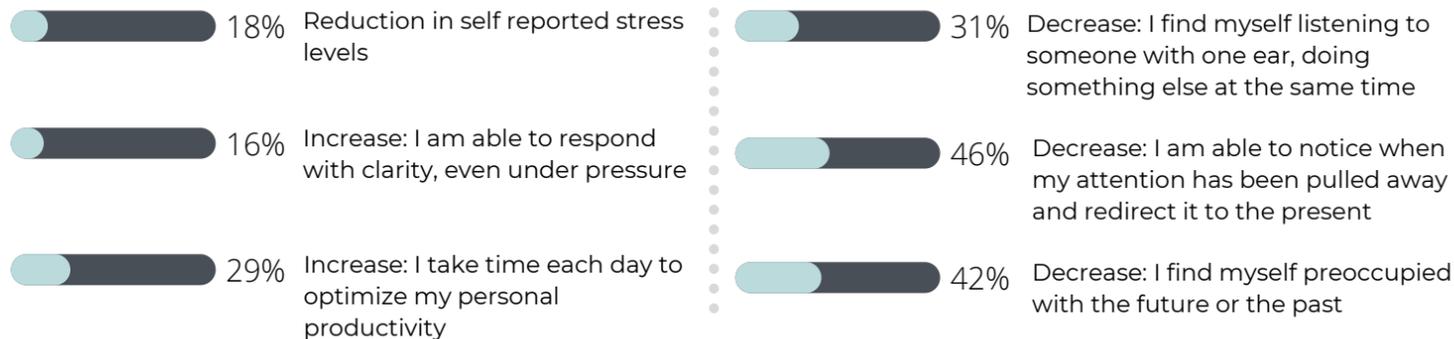
In 2019 AA Insurance piloted two High Performing Minds 8 week programmes inviting middle level managers to attend. After receiving excellent results the following was implemented:

- Regular "High Performing Minds" Programmes offered throughout the year.
- Specialised training offered to Support Network Volunteers to help them in their roles in Mental Health First Aid, and supporting victims of domestic violence.
- Ongoing online webinars and live mindfulness practice sessions offered as and when needed.



### The Impact in Detail:

We asked 67 participants to rate themselves at the start and at the end of the 8 week programme, and saw a pleasing decrease in self reported stress\* and questions relating to mind wandering. We also saw an increase in taking time to optimise productivity.



\*Perceived Stress Scale (Cohen, Kamarck, & Mermelstein, 1983) - Global Measure of Perceived Stress