



**Chambers  
Ireland**  
SME WellBusiness Charter



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# SME *WELL*BUSINESS CHARTER

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## How To Celebrate National Workplace Wellbeing Day

# THE EVENT

## NATIONAL WORKPLACE WELLBEING DAY CELEBRATION

FREE 1 HOUR WEBINAR

**KEYNOTE SPEAKER:  
GERRY HUSSEY**



Join us this National Workplace Wellbeing Day for a free and practical online session to help SMEs build healthier workplaces. The event blends real SME success stories from Charter participants with expert insights to explore how wellbeing comes to life across the workplace, the workday, and each of us as individuals. You'll hear from:

- Gerry Hussey — Ireland's leading performance psychologist
- Barbara Kelly — HR Manager at Serosep
- Naoimh Frawley — Director at Cork Chamber
- Dan Glynn — Dan Glynn Coaching

They will share their experiences in an engaging discussion with opportunities for Q&A and interaction, offering valuable takeaways for leaders, managers and employees.

[Click here to register for the event](#)

# HOW TO CELEBRATE TOGETHER

## De-Brief



## Participate



4. Share takeaways and decide on your next wellbeing step.

## Communicate



3. Watch the webinar and consider optional wellbeing activity.

## Register



2. Tell your employees, share the link and block time in calendars.
1. Register for webinar and decide how your team will take part (together, solo, or later).

# HOW TO ORGANISE

## 1. REGISTER

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### Register for webinar and decide how your team will take part

- Register for the webinar - [click here](#) for link.
- Decide on how your team will take part:
  - Together:** Watch the webinar as an organisation or team at the same time.
  - Solo:** Watch individually at your own desk, at work or home.
  - Later:** If you can't join on the day, watch the recording another day that suits.

## 2. COMMUNICATE

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### Let your employees know about the event and promote participation

- Tell employees about the event and your plan - see [sample email](#) and if possible have your leader send this to signal importance of attending.
- Block time in everyone's diary so people can join without interruptions.
- Mention it informally at team meetings or check-ins to keep it front-of-mind.

## 3. PARTICIPATE

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### Watch the webinar and consider optional wellbeing activity

- If watching it as a group, set up the space e.g meeting room, staff area etc.
- Watch together or individually, whichever works for your team.
- Consider if you want to add on any additional wellbeing activities to your celebration - [click here](#) for ideas.

## 4. DBRIEF

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### Share takeaways and decide on your next wellbeing step.

- Debrief as a team and ask one or two quick questions:
  - What stood out to you?
  - What one wellbeing action could we take away and try?
- As a leader, reflect on your longer-term approach to employee wellbeing and consider whether a structured framework — such as the [SME WellBusiness Charter](#) — could support your next steps.

# SAMPLE EMAIL: EVENT COMMUNICATION

New Message

From: [Leader or Wellbeing Champion]

Subject: National Workplace Wellbeing Day Celebration

Hi everyone,

As part of National Workplace Wellbeing Day, we'll be joining a short online session hosted by Chambers Ireland and the SME WellBusiness Charter. The webinar looks at how we can all work in a healthier way — as a workplace, as teams, and as individuals — and is designed specifically for SMEs with simple, practical ideas we can apply straight away.

The session includes a keynote from performance psychologist Gerry Hussey, along with insights from leading SMEs Serosep and Cork Chamber, who will share real experiences from their wellbeing journeys.

**Here's what we're doing:**

We will all be taking part in this session and will send a calendar invite so everyone has protected time blocked out.

We will be: [watching together / watching individually / offering both options].

After the webinar, we will: [debrief straight away / discuss at our next team meeting / share one quick takeaway on Teams].

**Optional** We will also mark the day by: [team walk / coffee social / finishing a little early / no-meeting hour / optional activity of your choice].

**Webinar registration link - [Click here](#) to register and find out more details.**

Thanks in advance for taking part — it's a great chance to pause, reset, and bring some fresh wellbeing ideas into our daily work.

Thanks,

[Leader or Wellbeing Champion Name]

# ADDITIONAL IDEAS

These activities are completely optional — the webinar on its own is a great way to mark National Workplace Wellbeing Day. But if you'd like to add something extra to make the day feel more special in your workplace, here are some simple, practical ideas that you can easily do before or after the session.

## Free Options



### Team Walk

A short walk together to reset, connect and debrief on the event.



### Coffee/Tea Social

Have a cup of tea or coffee and take some time to chat informally as a team before or after the event.



### Early Finish

Wrap up the workday a little earlier to give everyone extra time to rest and recharge.



### Wellbeing Hour

Give everyone a dedicated hour during the day to do what supports their wellbeing best.



### Thank You Moment

Go around the group and share one thing you appreciate about the team.



### No-Meeting Block

Choose a block of time in the day when no calls or meetings are allowed.



## Low Cost Options

### Add Some Snacks or Treats

If you have a small budget, adding some healthy snacks, treats or drinks can make the webinar feel a bit more special — and it's a great way to encourage people to join in.

# SME WELLBUSINESS CHARTER

## *Commit to Building a Healthy Workplace*

### What is the SME WellBusiness Charter?

It is a free programme that helps businesses publicly commit to building a healthy workplace. It provides practical tools and resources that make it easy for SMEs to take meaningful action. Developed in partnership with Healthy Ireland, it can be used on its own or alongside any existing wellbeing initiatives.

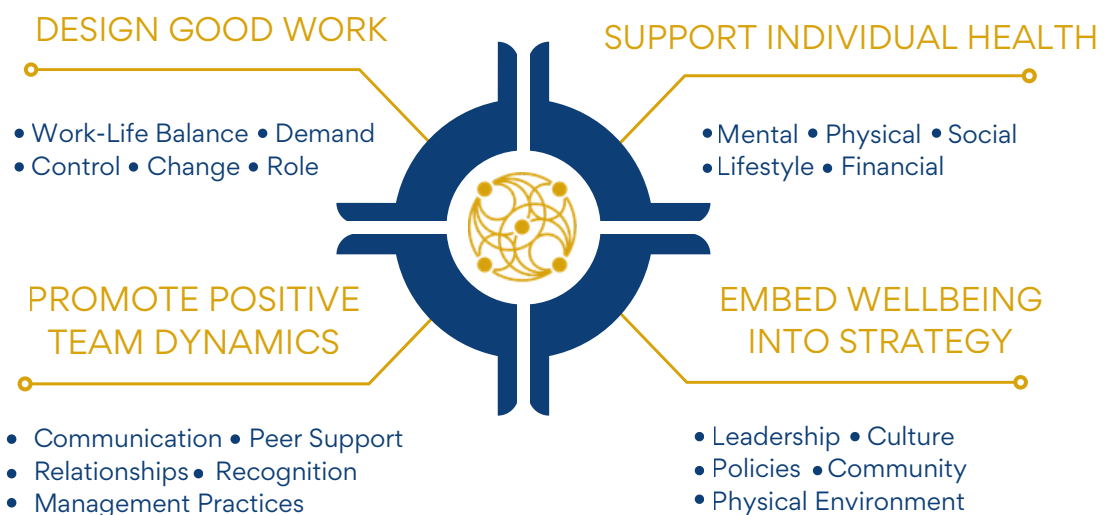
### What do I commit to?

By joining the programme you commit to, and are guided through 4 simple steps:

1. **COMMIT** - Get leadership onboard and nominate a wellbeing champion.
2. **CONSULT** - Understand employee needs using a ready made survey.
3. **CREATE** - Use our resources to create a plan based on your employee's needs.
4. **CONTINUE** - Repeat process annually and continuously build on your success.

### What does it help me do?

The programme helps you create healthy workplace through lasting change - not just once off initiatives. See the four elements of a healthy workplace below:



### What do I get as a signatory?

As a signatory you get:

Exclusive portal access • Practical step by step resources • Public recognition • Training Opportunities • Talks & Events • Monthly updates • Peer Support •

### How do I sign up?

To sign up or find out more information visit the [Chambers Ireland](#) website.

# CONTACT

**Gillian Bane**

Healthy Workplace Co-ordinator

11 St Stephens Green Dublin 2 D02 FY84

E: [gillian.bane@chambers.ie](mailto:gillian.bane@chambers.ie)

W: [www.chambers.ie](http://www.chambers.ie)



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