

Project Planning Form

Okotoks Entrepreneurial Ecosystem

06/22/2020

Community Futures, Okotoks Chamber, Okotoks Business Association

Date

Organization

Pamela Morgan

Okotoks Business Association Lead

Name

Title

Project Information

Project Title

Project Start Date

Project End Date

Mental Health Initiative Wellness
Innovate

04/19/2020

06/02/2020

Description

A mental health initiative that supports local entrepreneurs in educating through webinars, peer to peer support and 1x1 counselling with a mental health practitioner. Extending education to entrepreneurs' and their teams to better support company culture, psychological safety, and healthy employee experience. This initiative was a zero cost to all who attended.

8 x Webinars = \$2800 ☐ 8 x Training Sessions = \$2800 ☐ 16 x Coaching Sessions = \$2880

Ecosystem Collaboration

Okotoks and District Chamber

Jayme Hall - stakeholder – set all webinars up on social media platforms, marketing of initiative and attended webinars

Organization

Community Futures

Role/Contribution

Sara Noyes - stakeholder – supporting in releasing funds, co-lead initiative from beginning to completion and attended webinars

Organization

Okotoks Business Association

Role/Contribution

Pamela Morgan – stakeholder- co- lead initiative from beginning to completion and attended webinars

Amount Requested: \$ 11,256.00

Is this the pre-approved project amount? Y/N _ Y _

What date do you need the funds for the project? ____ 04/19/2020 _____

Return on Investment and Impact Measures

Meeting the needs of the business community

1. Referring to the outcomes of the Round Table discussions and/or Business Disaster Recovery Strategic Plan, which priorities stated by the business community will this project help to achieve?

Offering mental health resources and on- going support to the business community Per the Business Recovery Strategic Plan we were able to offer this support in the emergent needs phase.

2. How will you measure the impact on the business community? Ie. Feedback forms, data analytics, interviews, surveys, etc.

All participants completed surveys, Wellness Innovate provided an evaluation to support measurement, which included participant surveys, participant evaluations, data analytics and interviews with various participants.

(Report from subject matter expert attached)

Building Capacity in the Ecosystem

1. How does the project build capacity to better serve the needs of the business community?

In offering available resources and education in relation to mental health support. We have built a relationship with Wellness Innovate as a mental health provider within the community, Business leaders are aware of this resource and how to access Wellness Innovate directly or reach out to OEE to provide information in connecting.

This initiative was talked about and referenced to multiple times on other webinar platforms by participants of the mental health webinars. This provided positive feedback on the success of the program.

2. Which stakeholders' mandates align with the outcomes of this project?

All stakeholders. In offering education and resources to better support the business community in maintaining business viability and support wellbeing of business leaders moving through the 3 phases per the Business Recovery Strategic Plan.

Alignment with the Town of Okotoks

1. How does the project align with the priorities for the Town's Economic Development strategy?

Mental Health is part of all 3 phases in the business recovery strategic plan, emergent needs, sustainability, and recovery in offering resources and ongoing support.

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2. How will you measure the outcomes and align with the priorities?

Through attendance, participation, data and feedback/interviews from attendees. Participants and or business leaders through hear say reaching out for additional support in 1x1 counselling. This initiative did not necessarily offer hard numbers as a reasonable tracking of success measurement, as mental health support takes on more of a role in being fluid in on going and progressive step(s) that business leaders develop awareness and use tools and resources they acquired and continue to attain throughout their and their employees lifecycle. Though there may be immediate results offered in times of crisis, this project was intended to arm participants with the skills and support needed in the future.

Outcomes

Please share the outcomes from the realization measures mentioned above.

This project was executed during emergent needs phase, however offered valuable education to support the next two phases of the strategy and moving forward, including an ongoing resource that is available to the community should a business leader require support.

TOPIC	Webinar Host	Webinar Dates 60 Mins	Training Host	Training Dates 90 Mins
1. Personal Resilience and Managing Your Own Mental Health	Abe	Thursday, April 9, 2020 @ 1:30pm	Abe	Tuesday, April 14 @ 1:30pm
2. The Grief Response and Leading People Through It	Connie	Thursday, April 16, 2020 @ 1:30pm	Connie	Tuesday, April 21 @ 1:30pm
3. Leadership Through Trauma and Team-Building Tactics In Crisis	Abe	Thursday, April 23, 2020 @ 1:30pm	Abe	Tuesday, April 28 @ 1:30pm
4. Communication Skills In Crisis	Connie	Thursday, April 30, 2020 @ 1:30pm	Connie	Tuesday, May 5 @ 1:30pm
5. Business Resilience and Supporting Team Mental Health	Abe	Thursday, May 7, 2020 @ 1:30pm	Abe	Tuesday, May 12 @ 1:30pm
6. Maintaining Creativity and Innovation In Crisis	Connie	Thursday, May 14, 2020 @ 1:30pm	Connie	Tuesday, May 19 @ 1:30pm
7. Tough Conversations	Abe	Thursday, May 21, 2020 @ 1:30pm	Abe	Tuesday, May 26 @ 1:30pm
8. Teaching Team Mental Health and Self Care Strategies In Crisis	Connie	Thursday, May 28, 2020 @ 1:30pm	Connie	Tuesday, June 2 @ 1:30pm

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On top of this, we delivered 17 one on one coaching sessions with local entrepreneurs and small businesses.

Attendance

Week	Topic	Webinar Registration	Webinar Attendance	Youtube Views Webinars	Training Registration	Training Attendance	Youtube Views Training
Week 1	Personal Resilience and Managing Your Own Mental Health	32	18	15	36	12	23
Week 2	The Grief Response and Leading People Through It	26	16	18	45	14	7
Week 3	Leadership Through Trauma and Team-Building Tactics In Crisis	21	16	19	52	11	14
Week 4	Communication Skills In Crisis	22	17	22	53	13	15
Week 5	Business Resilience and Supporting Team Mental Health	24	16	21	28	12	12
Week 6	Maintaining Creativity and Innovation In Crisis	28	18	21	60	17	19
Week 7	Tough Conversations	30	16	16	60	19	11
Week 8	Teaching Team Mental Health and Self Care Strategies In Crisis	28	15	17	52	14	10

Total Webinar Attendance: 132 participants (may include repeat businesses and some service provider leaders)

Total YouTube Views: 139 views

Training Attendance: 112 participants (may include repeat attendees)

Total YouTube Views- Training: 111 views

The highest level of engagement, in terms of actual attendance, came with these topics:

- Personal Resilience and Managing Your Own Mental Health
- Tough Conversations
- Creativity In Crisis
- Teaching Team Mental Health and Self Care Strategies In Crisis
- Communication Skills In Crisis

Financial Investment: \$11,256.00

Delivery of Program: \$8480.00 - Innovate Wellness

Marketing: \$2776.00 – Eagle Radio Station

Survey Monkey Feedback – Reporting for April, May and June 2020:

1. How likely would you be to recommend this webinar to others?

The average rating was 4.9 out of 5.

2. What did you enjoy about the webinar?

- Connecting with others in Okotoks and surrounding communities.
- It offered a safe space for learning and sharing.
- The frankness and the ways to look at Trauma and respond.
- Knowing that we are not alone in this and having a safe place to talk.
- How to start reconciliation.
- The difference between pity and empathy.
- Connie was incredible today. So relatable. Such great delivery.
- Love the solid blend of business, theoretical, and practical presentations Abe delivers every week. The combination of structure and yet room for flexible conversation works really well for me.
- Useful advice in a friendly, down to earth presentations. It was great to hear what others are going through and hear some solutions.

3. What was one thing you learned from the webinar you can apply right away?

- Mental health is first and foremost, so this is amazing.
- Its ok to be feeling emotions through this, and to take time for myself and for what I need.
- Engage with what nourishes the soul – this is a good coping mechanism and self-awareness.
- Learning to live and walk with S.A.F.E.T.Y.
- Identify source of the anger I'm feeling in order to prevent inappropriate expression.
- Give myself permission to feel, to laugh, to care, and be cared for.

4. What else do you feel we need to add?

- Maybe more about post trauma.
- Given the mass hysteria and neighbors reporting "infractions", how to be calm and question your motives and if your actions are beneficial and supporting your community. I feel people are regarding others as an enemy.
- Include organizations that are helping with basic needs as more people are laid off.

5. Did the webinar meet your expectations?

- No – 1 || Yes - 19

6. Are you interested in attending future webinars?

- 100% said yes

6. Any other comments

- Thank you :)
- Thanks to the OEE and the Town of Okotoks for such an incredible idea!
- It was not what I expected but exceeded my expectations.
- Loved being able to talk resilience and mental health in a safe environment.

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- How have local businesses been made aware of these webinars? If we do more, or further group coaching and support, let's heighten awareness.
- You guys are amazing.

Feedback From Evaluative Conversations:

What Was Most Valuable:

- So many valuable sessions! I appreciated the engagement from others and the tools I can use moving forward,
- Learning communication skills in crisis,
- Understanding and learning to cultivate personal resilience and mental health,
- The feeling of safety, acceptance, and support with great back up of knowledgeable and caring facilitators,
- Friendly, relevant, accessible. It really became part of my Covid journey.
- Hearing someone else's story and seeing the things we are learning from someone else's perspective.

Overall Comments of What Went Well Included:

- The information was excellent, and participants were engaged.
- The info was timely and needed.
- Youtube access made it so anyone could learn and join in on their own time.
- We created a safe community within a community.
- The program is already missed by participants.
- People shared they were able to help coworkers.
- Some people were surprised by how much they needed this - instead of just initially signing up to collect info to help others.
- In a time when psychologists were only taking phone calls, this allowed for face to face through zoom interaction and it helped that it was twice a week.
- There were 6 suicides alone in the Foothills area in the last 5 weeks. This program is needed more than ever.
- We saw significant positive change in the participants - more confidence, less depression and anxiety. More optimism to face challenges.

What Else Could Have Been Included:

- No one could think of anything that needed to be added.

What Could Be Improved?

- Find better words to use than "mental health".

Would You Recommend This Program To Others?

- 10 out of 10