
The role of technological innovation and wellbeing in today's new normal



Craig Hudson, Managing Director New Zealand & Pacific Islands





Our purpose:

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

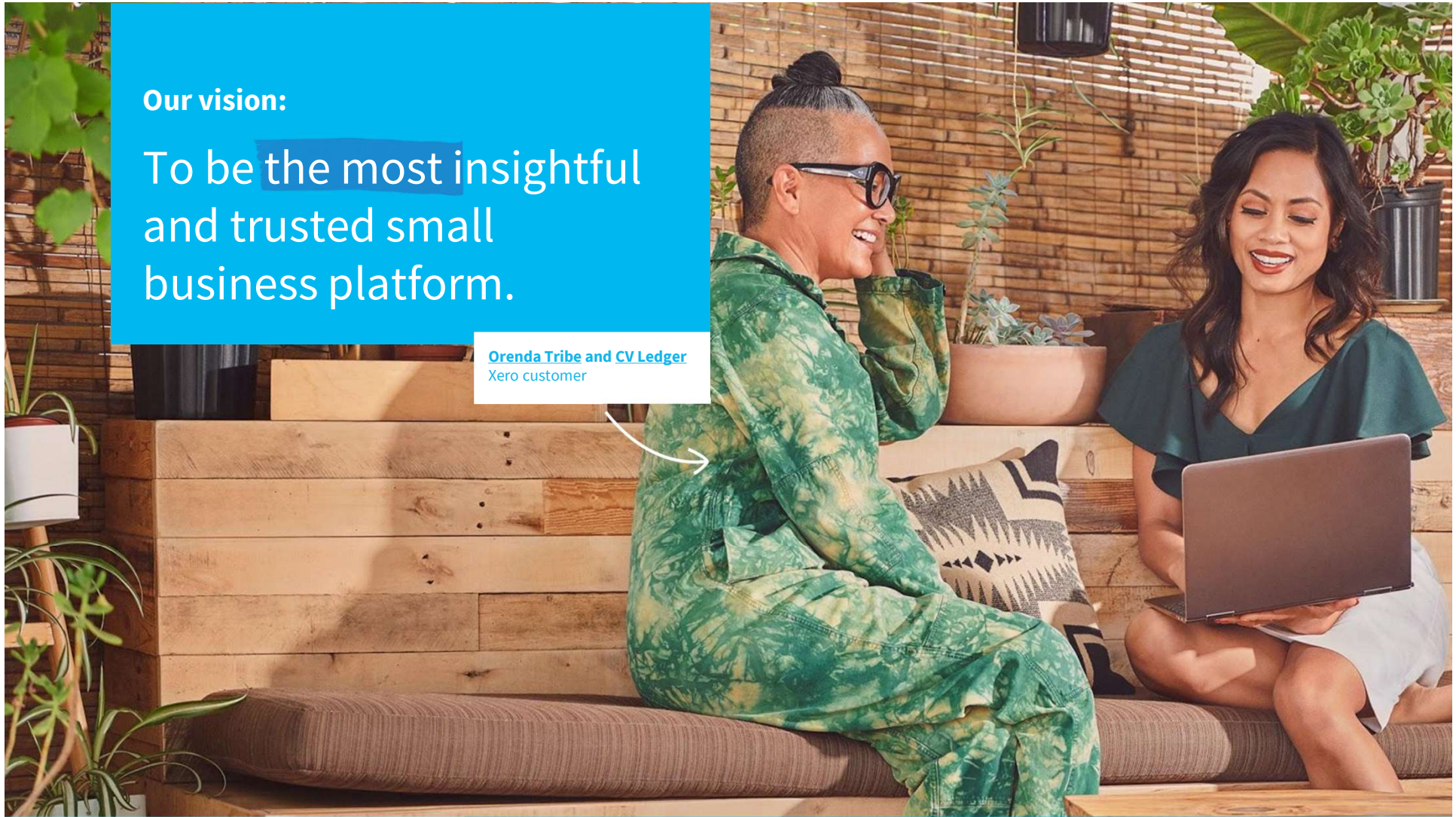
The Little Veggie Patch
Xero customer



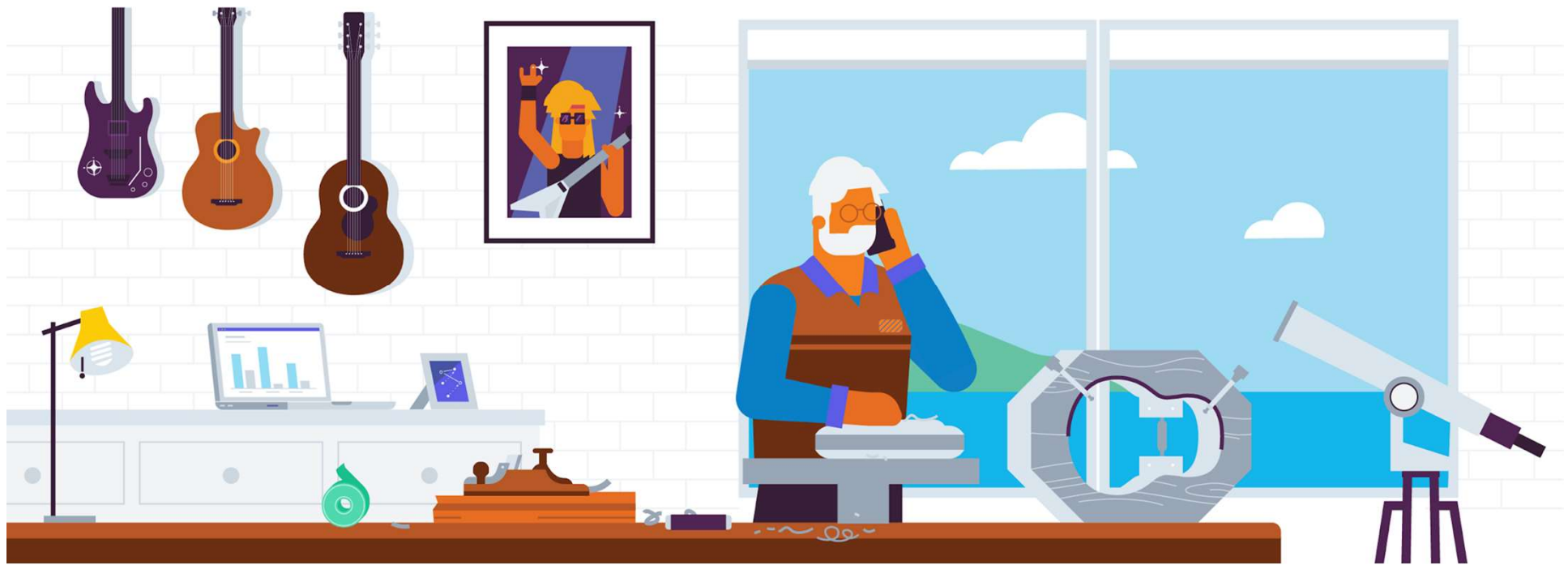
Our vision:

To be the most insightful
and trusted small
business platform.

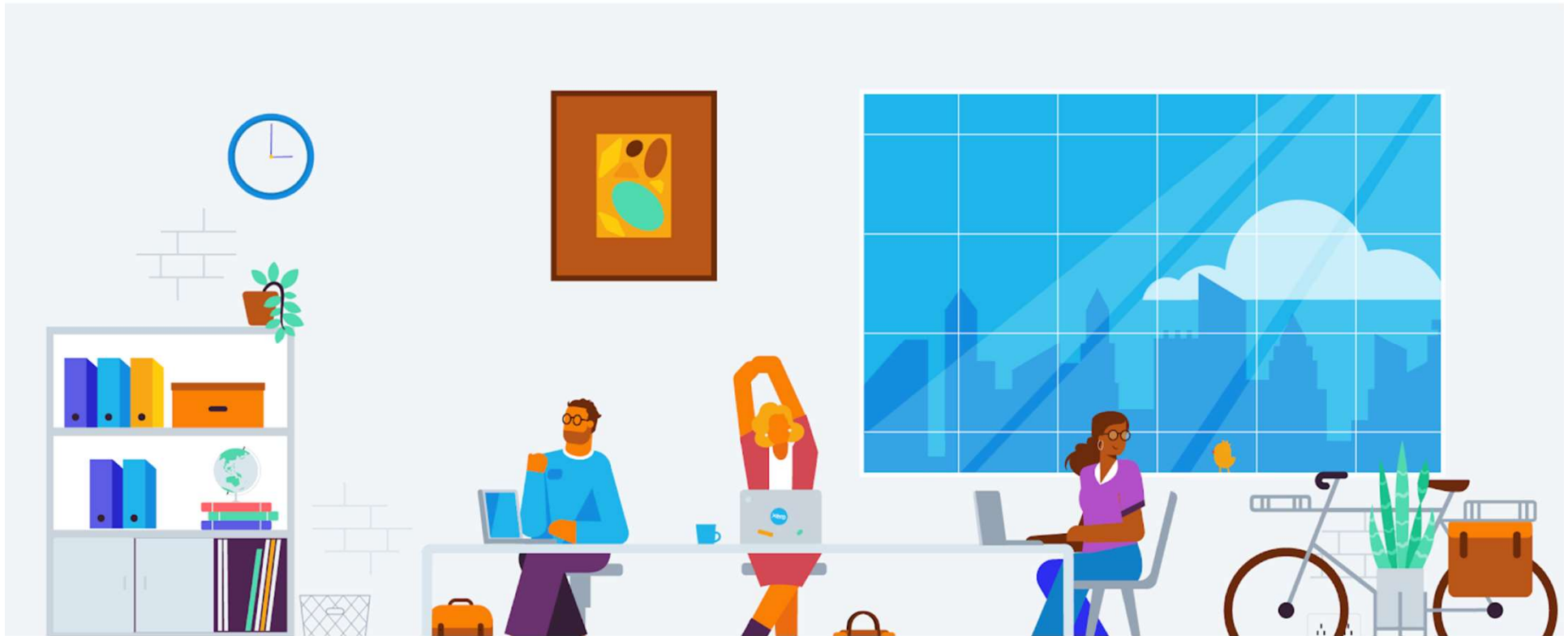
[Orenda Tribe and CV Ledger](#)
Xero customer



Small businesses in Aotearoa right now



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

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Customers and community

Engage and communicate

Industry specific apps

Digital marketing

Foster sense of community

Reach more customers

Emotional connections

Maisey Harris | WAIKATO

xero



Where do you go for digital help?



Skills training modules

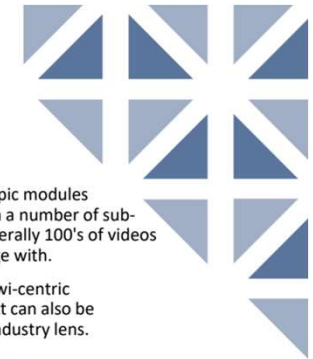
<p>Digital Tools Learn about the tools that'll make your life easier, and even do your admin for you. We cover booking and payment systems, productivity tools, the cloud, and more. START NOW</p>	<p>Websites Websites are the storefront of the digital age. Learn how to set one up, or improve the one you have, to reach the right people, and turn browsers into buyers. START NOW</p>	<p>Digital Marketing Social media, email marketing, online advertising... Our experts demystify it all. Discover what's actually worth investing your time in, and learn how to do it effectively. START NOW</p>
<p>Accounting Spend less time crunching numbers, and more time doing what you love, with time-saving cloud-based accounting tools like Xero and MYOB. START NOW</p>	<p>Customer Insights & Business Growth The more you know about your customers, the easier it is to target them. Learn how to collect, analyse, and act on data, to make more sales. START NOW</p>	<p>Future Technologies Tech like AI, VR, and 3D printing will change the future of your industry. Get a head-up on what's coming so you can stay one step ahead. START NOW</p>

There are 6 core topic modules available, each with a number of sub-topics. There are literally 100's of videos for people to engage with.

Designed from a Kiwi-centric perspective, context can also be accessed from an industry lens.

Industry Support

<p>Tourism LEARN MORE ></p>	<p>Retail LEARN MORE ></p>	<p>Hospitality LEARN MORE ></p>
<p>Construction LEARN MORE ></p>	<p>Primary Industries LEARN MORE ></p>	<p>Manufacturing LEARN MORE ></p>



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



Why is empathetic leadership important?

Matworks | AUCKLAND



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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



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



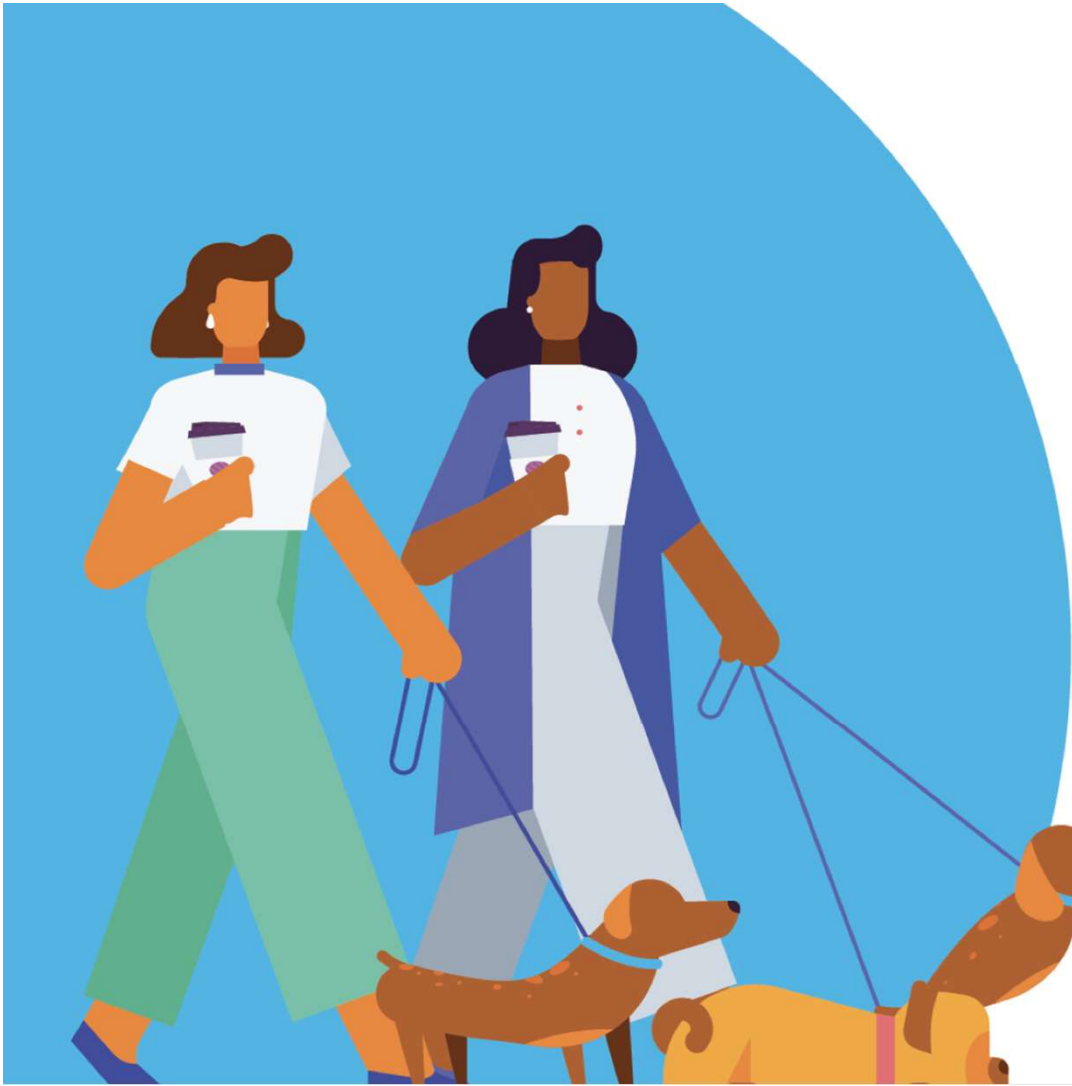
Supporting others to look after themselves



Making it okay to ask for help



Making a longer term commitment to wellbeing



XERO ASSISTANCE PROGRAMME



Q&A