



Cysylltu â  
**Charedigrwydd**  
Connect to  
**Kindness**



# Our Kindness Commitment

A guide on embedding Kindness  
in your workplace



[www.connecttokindness.wales](http://www.connecttokindness.wales)  
#ConnectToKindness



# Cysylltu â Charedigrwydd Connect to Kindness

**Connect to Kindness** has grown out of a programme developed within the Healthier West Wales Transformation Fund, which looks at connecting people and kind communities, creating connections for all.

We have developed the **ConnecttoKindness.wales** website and the Kindness Roadmap, for organisations and groups to use, follow, and to be inspired, we want it to be a valuable resource for you to use.

We hope that you will join us and embrace our 5 key messages:



## Kindness is for everyone

Kindness is inclusive, it knows no barriers or discrimination and is for everyone.



## Kindness is good for you

Medical research has proven that being kind and receiving kindness has a positive physical effect on us.



## Kindness connects us

It brings us together and helps us share.



## Kindness protects us

It has been proven that being kind and receiving kindness helps us live longer and happier lives.



## Kindness is inspiring

When others are kind we are more likely to be kind ourselves.



Thank you for showing an interest and wanting to get involved with our **Kindness in the Workplace campaign** which aims to celebrate and promote kindness in all aspects of our working lives.

We recognise that you are already demonstrating and inspiring kindness in your community through the work that you do day to day and so we hope that you will also join us in spreading the word about kindness in the workplace - with colleagues, management, clients - everyone.



The benefits to your team can be:

- 🌸 **Improve job performance.**
- 🌸 **Lengthen employee tenure.**
- 🌸 **Build trust.** As an employer you may want to consider or evidence that you already do.
- 🌸 **Improve an employees' sense of wellbeing.**
- 🌸 **Develop meaningful relationships.**
- 🌸 **Reduce sick leave.** Research has found that kindness leads to improved health and emotional wellbeing in the workplace.
- 🌸 **Be a key element to a successful, healthy, popular, and balanced life.**

The aim of the campaign is to support you with access to useful materials and sustainable best practices.



Research has found that kindness encourages increased health and increased emotional well-being in the workplace in the following ways:

- 💖 **Increases Energy Levels**
- 💖 **Increases Positive Perspectives**
- 💖 **Increases Well-Being**

And that is scientifically proven!



There are remarkable benefits to kindness at work. By performing random acts of kindness on a regular basis, employees will positively contribute to the overall culture, creating a more inclusive workplace culture and a sense of belonging and wellbeing. And, acts of kindness don't go unnoticed, and it has a huge impact on the overall positivity in the workplace. Kindness not only benefits the receiver but also the giver and the whole business, creating a positive workplace culture.



## What can you do?

We would like you to show your support for Kindness by displaying the **Kindness Kitemark** at your premises, which represents your organisation's commitment to Kindness.

You can gain your Kindness Kitemark by following this 6 point plan:

1

**Pledge an act of kindness on behalf of your organisation on the Connect To Kindness Website:**

[www.connectt kindness.wales/get-involved](http://www.connectt kindness.wales/get-involved)

Examples:

Set up a Random Act of Kindness Day at work,  
share a Kindness Calendar for staff to add to,  
have a Kindness Award for staff who have shown kindness  
to their colleagues.

2

**Encourage all staff to take the e-learning module:**

[www.connectt kindness.wales/commitment/](http://www.connectt kindness.wales/commitment/)

or download our Connect To Kindness awareness session resource  
and deliver it directly to staff/group members:

[www.connectt kindness.wales/support-us/thank-you](http://www.connectt kindness.wales/support-us/thank-you)

3

As an employer you may want to consider:

**Flexible working hours,  
support for carers in your employment,  
promote wellbeing for your staff/volunteers.**

4

**Encourage your staff to make their own personal pledge on the  
Connect to Kindness website. [www.connectt kindness.wales](http://www.connectt kindness.wales)**

5

Join the Connect to Kindness FaceBook page and County groups.  
Follow the campaign on Twitter and share your good news stories  
with everyone to increase the exposure of kindness, inspire others  
and be part of adding kindness to social media.

[www.facebook.com/ConnectToKindnessWestWales](http://www.facebook.com/ConnectToKindnessWestWales)

6

Join the Connect platforms and take advantage of direct  
engagement with other community groups and individuals.

[www.connectcarmarthenshire.org.uk](http://www.connectcarmarthenshire.org.uk)

[www.connectceredigion.org.uk](http://www.connectceredigion.org.uk)

[www.connectpembrokeshire.org.uk](http://www.connectpembrokeshire.org.uk)

The Kindness Pledge demonstrates your support to Kindness, adding lasting value to you, your team and your community.



Please share your kind acts with us via our social media and let us celebrate the positive attributes of Kindness together.

By getting involved with the Connect to Kindness Campaign, you can make a big difference. Thank you!

[www.connecttokindness.wales](http://www.connecttokindness.wales)  
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