

The Work Well Podcast

The World Health Organisation has identified the workplace as a priority area for health promotion. Why then, does the word “work” have such a negative and unhealthy connotation for so many? Think about it, we spend so much of our adult lives “at work”, why should it be in a role or in an environment that doesn’t support our health and wellbeing?

My name is Brian Crooke and I’m on a mission to make workplaces more positive places to be and to make our working day as healthy and productive as possible.

Join me on [The Work Well Podcast](#) as I interview workplace wellbeing thought leaders and industry professionals to discuss how employers, employees and entrepreneurs can lead the way by creating and sustaining the healthy, safe and well workplaces of the future.



Partnership Opportunities for Season 5 – Launching Q1 2022

Option 1 – Sponsorship of the Public Podcast

Sponsor the public podcast and share your brand with The Work Well Podcast and Workplace Wellbeing Ireland communities.

For all 12 episodes of Season 5, a sponsor will:

- Have an announcement at the beginning of each show (introduction)
- Have a second announcement at the end of each show (outro)
- Be tagged on Work Well Community social channels when promoting each episode
- Be referenced and linked to in the article for each episode
- Full video of the interview will also be uploaded to, and sponsor referenced on, YouTube
- Have a dedicated link on The Work Well Podcast homepage

Price: €3,600 for sponsorship across the 12 episodes of Season 5.

Option 2 – Dedicated Podcast for Your Colleagues

Create a dedicated podcast for your colleagues. It's an extra wellbeing resource and medium for employees at this time.

This package includes:

- Dedicated introductions to each episode with references to organisation links and tools
- The main body (interview section) of the podcast remains the same
- Dedicated outro to each episode with specific organisation references
- Episodes hosted on a branded private page
- Each episode includes dedicated show notes with company specified links

Price: €2,400 for 12 dedicated episodes of Season 5.

Option 3 Branded Podcast Page

Create a branded podcast landing page for your colleagues.

This package includes:

- Branded private podcast landing page
- References to organisation links and tools on the branded page
- Each episode includes dedicated show notes

Price: €1,200 for 12 episodes of Season 5.

Background of The Work Well Podcast

The Work Well Podcast launched in 2020 and has now completed three highly successful seasons interviewing thought leaders and industry professionals promoting health and wellness in Irish workplaces. The episodes included conversations on mental health, remote working, employee engagement and parenting from work to name but a few of the themes covered.

Some highlights from earlier seasons:

We heard [how to start a conversation on mental health](#) with Barbara Brennan of See Change.

Gina London told us that [we're all broadcasters of information at this time](#).

Sheila Greaney of Cisco gave us a masterclass in [employee engagement while working remotely](#).

HubSpot's Culture Manager, Kate Moran asked us [what the future of work looks like?](#)

David Gillick shared his thoughts on [physical and mental health during a pandemic](#).

We found out about [Fitbit's fight against Covid-19](#) from their VP of International HR, Clodagh Logue.

Toni Nestor, Head of People Engagement at AIB spoke about [creating a culture that encourages wellbeing at all levels](#).



What to Expect with Season 5

We'll be interviewing a stellar line up of local and international HR and wellbeing leaders for Season 5.

The goal is to share and promote knowledge and understanding of the benefits of properly executed wellness initiatives on the health and happiness of employees and on the bottom line of organisations.

Our target audience is made up of HR professionals, senior leaders and those holding the wellbeing purse strings in Irish organisations.

Does your organisation have an interesting story to tell? We welcome suggestions from our partners for podcast guests. No one has turned down an invitation to appear on The Work Well Podcast as yet 😊

About Brian Crooke

Brian's vision is to empower Irish employers and employees to make their workplaces healthier places to be.



Brian worked in the corporate world as a management consultant for a large multinational for 10 years. Watching many colleagues and friends develop unhealthy behaviours and ill health due to their sedentary and stressful jobs is what inspired him to launch the Office Worker Health business (now Workplace Wellbeing Ireland) in 2015. He has first-hand knowledge of how the modern workplace can create stress, bad habits, injury and ill health resulting in many not performing at their best.

Brian founded the Workplace Wellbeing Ireland community and events series in 2018 to bring together those promoting wellness in Irish workplaces with those seeking to implement programmes and initiatives in their own organisations. He is the host of [The Work Well Podcast](#).

Brian recently designed the Postgraduate Certificate in Workplace Wellness at Trinity College Dublin and is the Course Director for the programme. Brian also founded the [parkHIIT](#) initiative, the goal of which is to provide free resistance training to every county and community in Ireland. His qualifications include:

- Postgraduate Certificate in Innovation, Entrepreneurship and Creative Thinking, Trinity College Dublin
- B.Sc Computer Applications, DCU
- Project Management Professional (PMP) Certified, Project Management Institute
- Wellness Council of America (WELCOA) Well Workplace Model Certified
- Personal Trainer, ITEC Level 3 and Gym Instructor, ITEC Level 2
- Diploma, Sports Nutrition, QQI
- Diploma, Exercise and Fitness, QQI
- Diploma, Digital Marketing, QQI
- FitPro insured fitness professional

Next steps

Contact Brian to find out how you can become a partner for The Work Well Podcast

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