



**#IWILL
LISTEN**

DEUTSCHE BANK IWILL LISTEN DAY

October 7, 2013

US Headquarters [5,000 employees]

Highest traffic area - building lobby.

11am - 4pm

Individual driver - A Deutsche Bank Managing Director who has a family member with mental illness. Employee is a mental health advocate. Employee is co-head of the Women's Network which funded the event.

STAFFING AT THE "IWILL LISTEN DAY" EVENT

Benefits Department representatives at the event to answer questions regarding how this event ties into the Bank's wellness strategy and to encourage participation.

A representative from the Bank's Employee Assistance Program - used to answer questions regarding EAP and handed out stress management quizzes.

The Managing Director who initiated the day - encouraged participation.

Technology representative - was on hand to set up video equipment.

Representatives from Facilities - set up and maintain area of event.

NAMI-NYC Metro staff - handled release forms, coordinating pictures and answered questions.

STAKEHOLDERS

The Americas Head of HR

Director of Benefits

Regional Head of Diversity

CB&S Women's Network

Representatives from Marketing and Communication needed to design posters and communication

Regional Management

Legal Department

PHYSICAL NEEDS

Plasma TV to play JWT's video loop

Laptop computer

Screened off quiet semi private area to film videos

Semi private area for photos

Premade posters for employees to hold up

Pre drafted video scripts

Poster paper and markers for employees to create their own poster

Flowers and physical DB logo on coffee table for photo backdrop.

Wellness and stress assessment surveys

NAMI-NYC Metro brochures



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PREPARATION / TIMING

Posters up in lobby for one week ahead of time.

Firm wide email sent a few days ahead of time.

Internal reminder on the front page of our company intranet on the actual I Will Listen day.

MyDB (internal social network site) news feed sent a few days before event from employee with access to all network group and associates. Personal story told.

COST OF EVENT

External Costs: Paid for by the Women's Network out of their gender diversity budget.

\$2,000 for videographer

\$500 for posters

\$50 for markers and poster paper

\$50 for flowers for photo backdrop

Internal Costs: Paid for through HR budget.

Facilities to prep the lobby

Tech support with TV, laptop and video

TV and lobby usage

IMPACT AND RESULTS

Continual internal blogging on Deutsche Bank website about I Will Listen and mental health

I Will Listen copied by DBPride for LGBT issues

More people openly discussing mental health

Deutsche Bank purchased three tables at the NAMI-NYC Metro Gala

49 videos filmed and 47 photos taken

Employee participation ranged from security guards to head of the investment bank.

SUSTAINABILITY FOR DEUTSCHE BANK

Plans to create an employee Disability Network that includes mental health under the Diversity Umbrella.

Plans to incorporate additional Mental Health Awareness Programs

Develop ROI measures