

Putting 'Human' into human Resources

Discussion with Sarah Halpenny Conroy



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When I saw the platform I thought this is brilliant, this is exactly what we need. It gives our employees that release, they do not have to come to me or worry about opening up to a colleague or a family member. They can just log on and find the right person to talk to in the language they feel most comfortable in, which is key when you have employees worldwide.”

Sarah Halpenny Conroy

Director of People Operations at Interactive Gaming Group



Company profile

Interactive Gaming Group is a digital entertainment company that connects creators, viewers, and brands on a global scale. IGG helps streamers, creators, and influencers to monetize their content by putting them in contact with the right brands.

Its mission is to inspire the world to play.

30 employees all over Europe
14 nationalities
Remote friendly



Sarah Halpenny Conroy

Director of People Operations at Interactive Gaming Group

Originally from Ireland, Sarah has been based in Spain for the past 10 years. As Head of People Operations, Sarah wears many hats from recruitment, and internal communication to project management as well as ensuring that the work-life balance of the employees remains a priority.

1. REMOTE FRIENDLY: THE IMPORTANCE OF ADAPTABILITY

For a remote-friendly company, flexibility is key.

The majority of IGG employees today are Millennials. A generation Sarah describes as 'creative, innovative and very adaptable'. Having clear and open communication, welcoming suggestion, feedback, and new ideas is very important for Sarah. In today's world a lot is unpredictable and it is important to be able to react, iterate and adapt as a company to best serve its customers and its employees.



2. THE PERKS AND CHALLENGES OF A DIVERSE TEAM



Sarah has always been conscious of the importance of hiring a diverse team, from nationality to gender and age. With different people come different ideas and ways of approaching a situation which is so beneficial for young and innovative companies such as IGG.



Of course, with thirty people from fourteen different nationalities spread across Europe making sure everyone is aligned with the What, How, and, of course, the Why of the company is an essential part of Sarah's job. **'Self-awareness, understanding ourselves, each other, our cultural context and how we come across is very important'** explains Sarah, and it is something IGG actively trains its employees in.

3. HAVING THE RIGHT TOOLS IN PLACE

Two of the biggest challenges for most companies, whether they are remote or not, are communication and collaboration.

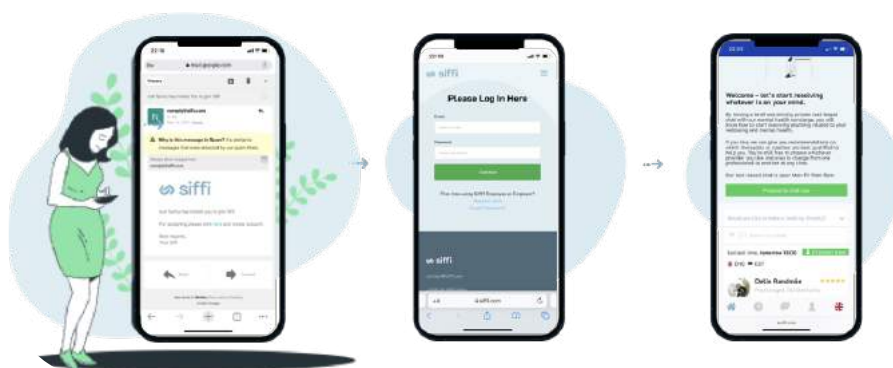
One of Sarah's biggest tasks since she joined IGG almost 2 years ago, was to put in place processes, communication, and management tools such as Slack to allow for smooth and clear communication between all teams in the different countries the company operates in.

Now that these are in place and working well, new tools can be integrated such as well being ones like Siffi. Indeed, with the lingering COVID health crisis and the Ukrainian war, to name a few, the recent months have proven to be emotionally difficult for all of us and even more so for a company like IGG with employees directly touched by those dramatic events.

4. THE HUMAN TOUCH

'People think Human resources is just business but for me, the main cause of success is the people being happy and their well-being' - Sarah is dedicated to doing anything she can to create a healthy and inspiring workplace for her colleagues. However, dealing with human emotions and being the point of contact for people to address their worries and anxiety can quickly become draining for the one in charge.

That is why a tool like Siffi came at the perfect time for Sarah. Today, in addition to her own weekly and monthly tips such as virtual coffee breaks, daily healthy reminders, and even parental tips, she can be reassured that everyone on the team can also talk to a professional about deeper more personal issues that they might not feel comfortable take up to colleagues or even a loved one.



About Siffi



Siffi offers quick and simple access to high-quality mental health services. That means one-click access to counsellors, psychologists, and coaches. We take the user through a simple two-step process that ensures that they get the right level of care and receive recommendations on who might best help them.

The Right Care On Siffi, your employees can find a convenient and safe environment for support, counselling and therapy.

The Best Therapists Our therapists are top-rated professionals who employ the clinically proven Cognitive Behavioural Therapy (CBT) methodology.

Absolute Privacy All information remains strictly between our mental health professionals and employees.



Helina Harro

Psychologist and Mental Health Lead at Siffi

“ Remote working, international teams and distributed organisations pose new challenges to management and HR. We at Siffi want to ensure that everyone in your organisation can continue to thrive, also in this new environment.

User-Friendly Online Mental Health for Your Employees

Established in 2018, Siffi is a trustworthy digital mental well-being service provider, with a rating of 4.98 out of 5 and we have designed our services with an employee in its centre.

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