



#### Sample Business Owner - Daniel Russo

"Russo Plumbing"

#### Profile

- Location: Western Sydney, NSW
- **Employees**: 3 plumbers, an apprentice and a business administrator
- Years in business: 11
- Background: Tradesman turned owner who built the business from scratch. He now spends more time managing people and systems than on the tools

### Business Goals

- Keep jobs running on time and on budget
- Build a team he can trust and rely on
- Reduce sick days and increase productivity
- Meet ever-growing compliance obligations without adding more stress

# Challenges

- Frustrated by unspoken issues that affect team morale and productivity
- Doesn't feel equipped to handle mental health conversations
- Has lost a great worker in the past due to suicide
- Tension between caring for his staff and keeping the business afloat

# **Mindset**

- Straight-talker, values loyalty and hard work from his team
- Open to supporting his staff, but wants to maintain boundaries and know that they are "doing their bit"
- Sees the welfare of his team as important, but not at the cost of business performance

## Why Responder Care?

"I'm trying to run a business, not a therapy centre, but I do care about the guys."

# **Workplace Wellbeing Quiz**



Take this quick quiz to learn how your business is tracking