



Indigo Path Collective

Playbook

Wellness

THE PLAYS

Wellness goes far beyond your basic medical benefits



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PLAY 1:

Make Human Relations a Key Business Priority



What is Human Relations?

Simply put, Human Relations refers to the study of group productivity in the workplace. Although it is mostly unknown today, Human Relations is a formal field of practice that originated as a result of the 1930s landmark research that discovered the Hawthorne Effect. The study found that when you give people positive attention in the workplace by talking to them and helping them to see the big picture of what the company is trying to accomplish, they produce better results.

Why is it important to wellness?

A sincere focus on Human Relations is essential to building a successful wellness program because productivity is highest when employees are physically, emotionally, psychologically, socially and spiritually healthy. Your employees are humans after all, not money-making machines that can be placed on idle when they are not working for you.

How do you make Human Relations a priority?

When you focus first on people and their stated needs, then you can build a wellness program that is specifically design to meet your Company's needs.

Focus on the wellness of each employee:

- ❖ Give employees tools to feel healthy, happy and productive in their jobs
- ❖ Create meaningful programs where employees can see how their individual contributions fuel business results
- ❖ Build a wellness plan that's unique yet uniform, and addresses each employee as a whole person
- ❖ Ask Human Resources to be part of the solution, not the entire solution

PLAY 2:

Place Wellness in the Center of Your Business Strategy



What is wellness?

Wellness is an umbrella term that defines your employees' physical, mental, emotional, financial, social, psychological and spiritual well-being—it's a 24X7 state of being.

Why is it important to your business strategy?

Your workforce is made up of humans. When their needs are met and they are operating at the height of wellness, they can deliver unencumbered performance. Healthy employees support a healthy bottom line. By contrast, sick employees miss work or deliver lower performance, which can cost critical customer relationships, disrupt progress, increase health insurance and workers compensation costs and negatively impact healthy employees who are asked to pick up the slack.

How do you center wellness in your business strategy?

- ❖ Define the direct impact of a healthy workforce to a healthy bottom line with financial results.
- ❖ Compare the performance of your high and low performers, and identify the differences in their wellness regime.
- ❖ Invest strategically in wellness plans that are designed to fuel employee productivity and divest in those programs that don't measure up.
- ❖ Relentlessly measure your wellness initiatives to prove their impact on business results.

PLAY 3:

Design a Holistic Program



What is a holistic program?

Holistic wellness programs take the full human into account, rather than just the physical health of the most at-risk employees you have at your company. Employees are humans who need non-compartmentalized programs that are able to address their entire beings—both at and away from work.

Why is it an important approach to wellness?

For humans to be highly productive, they need to have support in all aspects of their lives. When one type of wellness is off balance, it causes stress and distraction, which in turn prevents the individual from performing at expected levels. When performance is adversely affected, it costs the employer more to get a job done than when employees are performing at optimal levels.

How do you make an inclusive program that covers everyone and everything?

- ❖ Invite representatives from HR, Communications, Facilities, Finance and Legal to join a cross-functional team that works together to fuel wellness at work
- ❖ Ask for input from all employees—entry level to the C suite—so that your program can cover the most amount of ground
- ❖ Partner with the Benefits team to identify specific health trends that are impacting productivity in your workplace and suggest solutions
- ❖ Bring your wellness program to employees, wherever they are and however they want to participate

PLAY 4:

Prioritize Work-life Integration Right from the Start



What is work-life integration?

Work-life balance is the ratio between how much time you spend at work and how much time you spend in your personal life. Work-life integration is a holistic view of your life and how all the moving parts fit together. Work-life integration is different for everyone and tends to change over time. Those of us who are more junior in our career tend to find ourselves working more in part due to the social structure that work provides. For others of us who are later in our careers, we tend to want to spend less time in the office, and more time with family and friends.

Why is work-life integration important?

Work-life integration is important in the reduction of stress. Stressed out, unbalanced and unhappy employees, get sick, have failing attitudes, and will leave your company to work for an organization that promises the type of employment the employee seeks.

How do you create work-life balance right from the start?

- ❖ Ask executives to lead by example
- ❖ Train managers to help employees develop a healthy work-life balance
- ❖ Give employees an opportunity to provide input into work-life balance programs
- ❖ Communicate about work-life balance openly and honestly
- ❖ Develop an annual employee engagement report for employees that spell out work-life balance measures

PLAY 5:

Ask Employees about Their Wellness Goals



What is an employee-designed wellness program?

Employees have different viewpoints on what “healthy” means. Different cultures, regions and even religions can give individuals their context for and understanding of wellness. As an employer, you need to listen to what employees see as possible paths to wellness to better affect the type of business results you seek.

Why is employee input important?

An empowered employee feels cared for and wants to contribute to the company’s success. When your employees educate you on the areas of wellness they want to focus on, you have created a two-way communication that acknowledges them and validates their needs. Incorporate their wellness ideas into your program goals, which will help you to immediately lower the cost of labor and move toward a more productive workplace.

How do you ask employees about wellness?

- ❖ Conduct an employee survey
- ❖ Ask managers to gather input
- ❖ Invite employees to offer their opinions in focus groups
- ❖ Use enterprise social media to solicit and prioritize your employees’ ideas
- ❖ Facilitate an employee wellness steering committee

PLAY 6:

Give Managers a Role in Wellness



What role do managers play in wellness?

Managers play a key role in the wellness of employees. In fact, they have a direct effect on their team's success in managing stress, being productive and having a healthy experience at work. Leverage the personal relationships your managers have with their employees to support the many elements of a successful wellness program by giving managers the training, tools and resources they need to promote a healthy, happy and productive team experience.

Why is it important for a manager to have a role in wellness?

It is often said that people quit their managers, not their jobs. And today, unlike past generations, we spend very little time training people to be effective managers of people. Rather, we tend to promote exceptionally talented skill leads to be managers. However effective management is a learned skill and not an innate ability. As such, if your managers are trained on what a holistic wellness program includes and their role in making it a success, then they can help make their departments and teams more productive.

How do you give managers the tools for an effective wellness program?

- ❖ Ask managers which tools they would find helpful
- ❖ Train managers to use wellness programs to benefit their teams
- ❖ Provide managers with ongoing wellness information and tips they can use to effectively manage their teams
- ❖ Create a dashboard for managers that tracks their team's wellness

PLAY 7:

Ensure the CEO Demonstrates Commitment



What role does the CEO play?

For wellness programs to be taken seriously as a strategic tool in running the business, the CEO has to subscribe to the notion and demonstrate a personal commitment to wellness.

Why is the CEO's role important?

The CEO's active involvement in wellness gives the program credibility. According to a June 15, 2007 *USA Today* article written by Del Jones, "Many Employees See CEO as Father Figure." While we all know that both men and women play the chief role, the point is that many in the workplace look to these strategic leaders to tell them what is important. We can't deny the impact the CEO has on any employee-facing program. As such, ensure that they are visible, if you want to see your wellness program flourish.

How can you put the CEO out front and make him or her wellness champion?

- ❖ Have your CEO announce the wellness program internally and include his or her own personal goals and how he or she will achieve them
- ❖ Invite your CEO to present a segment on wellness at new hire orientation
- ❖ Ask your CEO to be the spokesperson for a community athletic or wellness event
- ❖ Ask your CEO to update all employees about his or her wellness progress during all-hands meetings

PLAY 8:

Infuse Wellness into Everything You Do



What is meant by infusing wellness into everything?

Be pervasive and persistent with your program so that wellness is included in the planning strategy for each business unit and department. To be everywhere and in everything, wellness must be part of the vision of the company and carried throughout so there is no question of its importance to both employees and stockholders.

Why is it important to infuse wellness?

Wellness must be an underlying priority in order to get employee buy-in, leadership support and tangible and measurable results. This is a holistic approach to wellness—everywhere and in everything—affects the bottom line of both employees' productivity and the company's financials.

How do you infuse wellness?

- ❖ Get ongoing executive support through communications and direct participation
- ❖ Communicate internally through all vehicles including intranet, emails, one-on-one meetings, manager communications, break- and lunchroom posters and table tents, flyers throughout your facilities and through both internal and external wellness-focused events and celebrations
- ❖ Communicate externally through corporate wellness sponsorships, synergistic partnerships such as onsite Weight Watchers programs, customer and vendor events and PR campaigns
- ❖ Create wellness seminars available live at specific times (such as lunch) as well as for later download that support work-life balance

PLAY 9:

Promote the Program with Special Events



What is a special wellness event?

A special event for wellness is a fun, exciting, educational and social experience during which employees and their families can participate in wellness activities.

Why are special events important to wellness?

Special events tend to be a lot of fun, stand out in the workplace, and offer your employees an opportunity to be social. Your employees will see this as an act of caring from their employer and ultimately they'll benefit personally and professionally from the knowledge they acquire and the actions they take as a result of what they learn. An event that includes the entire family, in whatever way that is formed, is always a big hit.

How do you create a special event that will educate employees about wellness?

- ❖ Secure a decent budget
- ❖ Find a venue
- ❖ Invite wellness vendors to staff the event
- ❖ Include community resource groups, such as those available for free health screenings, dental offices, yoga studios, etc.
- ❖ Provide free, organic refreshments
- ❖ Ask key leaders to speak at the event
- ❖ Hire musicians to create a calming environment, such as Native American flute players
- ❖ Draw attention to the event with wellness related giveaways and raffles

PLAY 10:

Measure the Success



What is measurement?

Measurement is your way to determining whether your wellness program achieved the results you set out to achieve. You should consider both short- and long-term program measures, such as workplace productivity, financials, employee satisfaction, reductions in healthcare expense, PTO utilization, etc.

Why is it important to employee wellness?

Measuring the success of a wellness program is extremely important for a number of reasons:

- ❖ It allows you to adjust the program to optimize the return on the company's investment. You can prove your program is the right one for your company.
- ❖ You can show the impact of your program on the bottom line.
- ❖ You can show the impact of your program on the top line.

How can you measure the success of a wellness program?

- ❖ Employee and customer satisfaction surveys
- ❖ Focus groups
- ❖ Retention costs
- ❖ Healthcare costs
- ❖ Productivity Indices
- ❖ Absenteeism

Indigo Path Collective

Healthy
Workplaces
Produce Superior
Results

Put our experience to work for you.

Indigo Path Collective is a corporate and community human relations consulting firm. We focus on helping our clients build healthy and productive workplaces that deliver tangible business results through leadership, decision making, corporate social structures, and effective communication. We counsel executives and managers to be massively effective and help organizations build high-performing teams, renew corporate cultures and design programs that increase employee fulfillment and steward change.

We can help you to:

- ❖ Design your wellness program
- ❖ Develop a wellness campaign
- ❖ Manage your wellness special events
- ❖ Train managers to be effective wellness stewards

Contact us to get started today.

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