

# Engaging Employees for Wellbeing Success



Developing an effective health and wellbeing strategy is a great way to demonstrate that you value your people. As well as empowering staff to adopt or maintain a healthy lifestyle, a great strategy could help to reduce employee absence and stress levels, lower staff turnover and increase employee engagement.

Consulting with staff in a collaborative way is paramount to the success of your wellbeing programme and can often be the starting point of building a wellbeing programme. Advocacy from 'key decision makers' is still important but if employees aren't fully engaged the likelihood of the programme being effective is lessened.

## How do you engage employees in your wellbeing programme?

### ✓ Ask what they want to include

Confidential, anonymous surveys and/or lifestyle questionnaires will allow you to identify employee health needs and company 'hot spots' helping you to gather benchmark data to monitor progress

### ✓ Keep it simple

People are more likely to participate if activities are easy and convenient. Keep activities fully inclusive and think innovatively about how you can remove any barriers.

### ✓ Be flexible

There is no 'one size fits all' when it comes to a wellbeing programme. Empower people with the freedom and choice to identify and define their own health priorities. Heavily prescriptive wellbeing initiatives are a turn off and are a sure-fire way to lower employee engagement.

### ✓ Think holistically

Gym memberships and free fruit are becoming a thing of the past. You need to think about the whole person when designing a wellbeing programme and this could include providing support for carers, helping people manage their finances, sleep management, and mental health support.

### ✓ Engage Line Managers

Managers are likely to have the biggest impact on the wellbeing of those they manage. Line managers need to be properly trained to understand the importance of supporting worker health and wellbeing. In the long run it will make their role as a manager more enjoyable and effective.

### ✓ Communicate and evaluate

You'll need to carefully consider how you communicate your wellbeing messages. Older workers may appreciate face to face communication whereas younger workers may favour a post in your company WhatsApp group. Either way, communicate successes, share Company Health data and ensure employees are kept up to speed with developments.

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At Healthy Performance, we pride ourselves on supporting clients from planning to evaluation, and this includes organising engaging and fun wellbeing initiatives.

If you would like support with your Wellbeing Programme, please contact our team on **0800 170 1777**, where we will be more than happy to help.

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