

HOW TO BUILD A WORKPLACE WELL-BEING PROGRAMME.



Presented by **Wellbeings**



Miles Mather
Principal coach

“ The *Wellbeings* team of coaches have worked with well over 1,000 clients between us. If there is one thing this has taught us it is that:

Everyone is different ”

Over the last five years, it has become clear that workplace needs to be wider than just supporting stress and anxiety. A greater breadth of areas are needed to take care of the workforce.

Companies are having to think of new ways to nurture the well-being of their employees

Offering a basic Employee Assistance Programme with a phone number for urgences is a start. It is helpful to share content on **emotional** , **physical**, and **occupational** well-being.

However given the turbulent and uncertain political economic environment companies are starting to see they need to do more. To expand support to cover, **financial**, **social**, **spiritual**, **creative** and **environmental** support.

How can a business possibly provide meaningful support across such a breadth of areas when everyone truly is different ?

▶ The starting point is diagnosis to identify the needs of the workforce.

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Accepting the reality of 2023

It is mostly accepted that the vast majority of people are exhausted or stressed out. Unfortunately because of their own pressures there are still some leaders who are "well-being blind"

How do you start?

With awareness of where we are:

Modern life is an onslaught to the brain. As human-beings we are under a lot of pressure, we are overloaded, we are always on and we are constantly jumping from one thing to the next

We explore this with the coaching model 'Our PAID reality.'

This stands for :

Pressurised, Always on, Interrupted, Distracted.



77% of employees do not participate in the well-being programmes they are offered

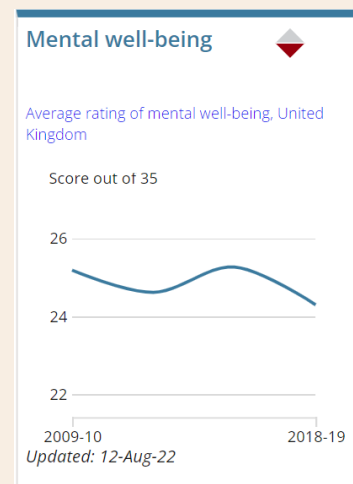
We know employees do not get involved because programmes are not sufficiently engaging nor sufficiently customised to the needs and interests of the employees.



Stress and anxiety impacts the effectiveness of the whole business. It costs money.

Even by 2020 stress and anxiety accounted for an average of 22 days p/pin the UK. That is a total of 18m workdays (HSE)

The ONS reports that mental well-being rating has shown downwards trend since 2016.



Getting it right

We know employees need support
We know nearly 80% are not participating
We know everyone is different.



As businesses look to build a workplace well-being programme:

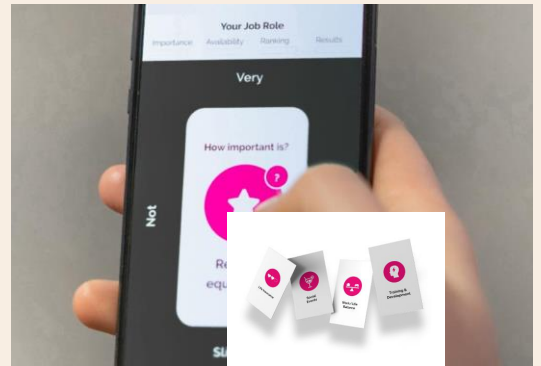
We need to establish what the people actually want and need.

Accurate and valid findings.

A well crafted, well delivered diagnostic process is worth its weight in gold. If the data can be relied upon, the recommended interventions have a much higher chance of success.

The survey itself also has to be delivered in a compelling and engaging way.

There are 8 dimensions to cover for complete well-being



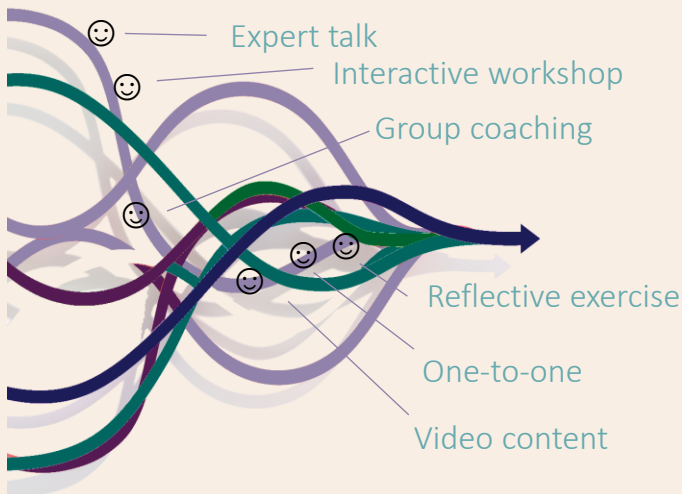
The four steps to build a best-in-class programme are:

1. Perform a diagnostic needs assessment
2. Build a programme to meet the established needs
3. Deliver the programme in a truly engaging way
4. Provide ongoing support to ensure accountability follow through and positive change

Customising the solution

How do you meet the specific needs of hundreds of people while ensuring both uptake and follow through?

With our **Tech** powered diagnostic solution we serve a scientifically crafted and gamified survey straight to smart phones which collects accurate well-being data points, for individuals, team and businesses.



There are many ways in which we deliver support:

- ▶ Larger talks,
- ▶ Interactive workshops (10-15)
- ▶ Group coaching (4-9)
- ▶ Or self led via video content from our *Wellbeings app*

Depending on the subject the modality may be Counselling, CBT, Yoga, NLP, EFT, Reiki or even acupuncture.

In certain cases one-to-one support may be offered from either a coach or expert therapist

Your Positivity Programme

With our system we turn data into information and efficiently and accurately serve the needs of the business via different intervention types based on the level of need and interest.

The key for us is that every touch point is delivered in a truly engaging way by experts.

We tell stories, we energise, we encourage, we empower.

We boost participation by giving employees positivity points towards becoming well-being champions in the business.

Programme Considerations

How do companies implement an effective well-being programme?

Any programme must be **Convenient, Accessible** and **Visible**.



We work with each company to;

1. Identify the objectives of the programme.
2. Understand the well-being needs of the workforce.
3. Help employees understand the benefits they can expect from different types of support.
4. Share regular awareness reminders to encourage take up, participation and use of the resources.
5. Ensure an range of delivery methods for different sensitivities, needs and personalities to meet preferred communication styles in an inclusive way.
6. Embed detailed measurement and analytics to track return on investment.
7. Be consistent with best practise change management for introducing the new initiative.



Pitfalls to avoid

- ▶ Ineffective programme onboarding
- ▶ Failing to define programme objectives
- ▶ Failing to ask the people what they need
- ▶ Having blind spots around company culture issues
- ▶ Trying to govern therapy -as this destroys confidentiality and creates fear

Our Mission

It is our mission to train and empower one million human beings to feel better everyday

Increased pressure post Covid and a highly competitive job market has led to large numbers quitting their jobs.

Gaps in teams has further increased pressure on remaining employees. Further exacerbating the problem leading to yet higher turnover.

As teams are re-built, the initiatives to retain staff need to be as effective as possible. A focus on well-being in the workplace will increase employee engagement and overall retention



A ping pong table and some bean bags in a lounge area are no longer enough!

There are 8 core dimensions to well-being.

With the increased pressure of modern life we all need to work on our energy, well-being and ourselves.

Our mission is to provide the support businesses need to help their employees feel better.

CALM

OCCUPATIONAL

MENTAL

PHYSICAL



LEARNING

ECONOMIC

TALKING

ENVIRONMENTAL

A complete solution must include all eight dimensions as defined by research professor Dr. Peggy Swarbrick

Troubling statistics

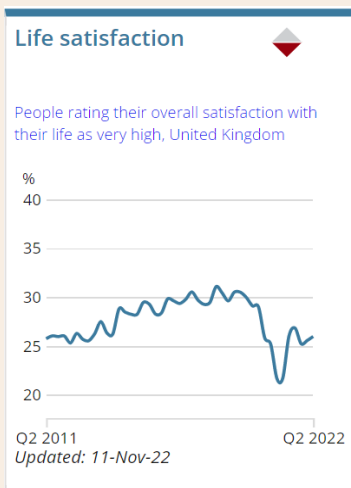
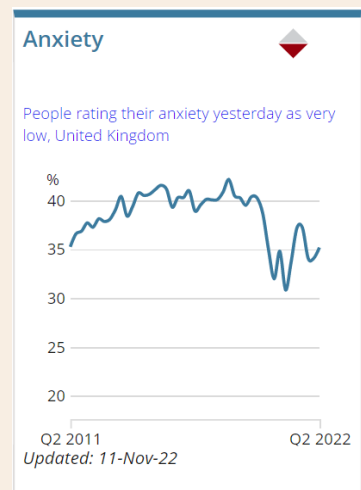
- ▶ **Only 45%** of UK companies have a well-being strategy in place (Gartner study 2020)
- ▶ **Over 79%** of employed UK adults regularly experience work related stress an increased from 59% in 2018 (Perkbox)
- ▶ **77% of employees** do not participate in offered well-being programmes. (Gartner 2020)
- ▶ **56% of workers** in London, where the problem is worse, said they're likely to go so far as change careers (Cordon Bleu).



Hope and opportunity

In Q2 2022, only 35% of adults in the UK rated their anxiety as very low.

This represents both a short term deterioration since Q2 2021 (37%) and a long-term deterioration since Q2 2017 (40%).



In Q2 2022, 26% of adults in the UK rated their life satisfaction as very high.

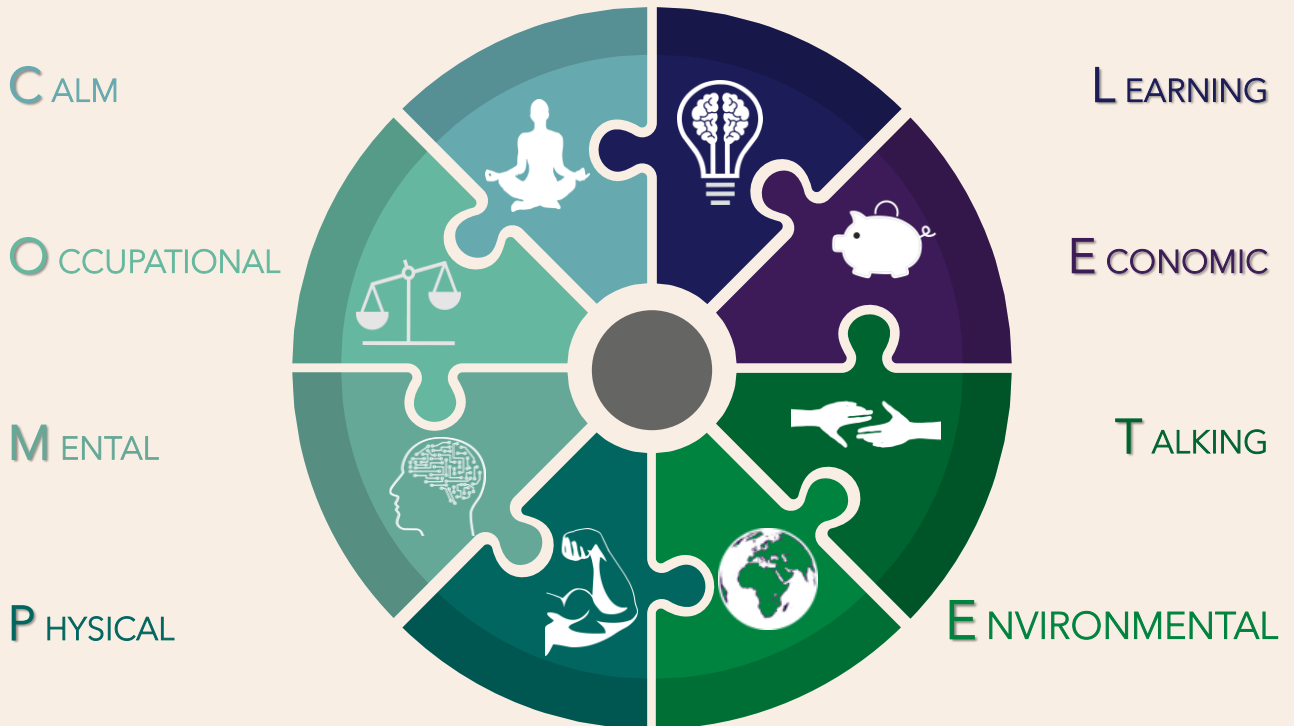
There has been a long-term deterioration since Q2 2017 (30.5%)

There is some signs of an upswing since Q2 2022 as the graph illustrates after the reductions of Covid measures.

- ▶ **Given this volatility:** Measurement and support within our business communities provides us with clarity and give us the focus for improvement.

How to build your programme

Your Complete
360° **Positivity**
Programme



Our steps

1. We use tech powered **diagnosis** tool to assess needs
2. Our powerful system creates a **bespoke** programme
3. We deliver with SMEs in a truly **engaging** way
4. We provide ongoing support to ensure **accountability, follow through and positive change**

Reach out to Miles@wellbeings.co