

Nine best practices for creating a culture of wellbeing in your organization

For those companies ready to support a diverse workforce and make employee

wellbeing a priority, these nine best practices are key to getting everyone onboard.



Organizations spend a significant amount of time and money to attract, develop and retain the best talent. Much focus is given to leadership development and other training to help employees feel supported on the job. But, what about the human part of human capital? Have you considered how your employees' wellbeing

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The pre-pandemic "work and life balance"

paradigm needs an overhaul, especially with remote and hybrid work challenging typical business hours. Employees are demanding total-person support from their employers and research tells us that organizations that cultivate a strong culture of wellbeing yield the results – healthier employees make a healthier bottom-line. WellSpark helps organizations across the country

move beyond traditional workplace wellness by developing a company culture of wellbeing. When there is an authentic interest in supporting wellbeing across all levels of an organization, both individuals and organizations reap rewards.

For enlightened organizations ready to make wellbeing a priority, here are nine best practices for creating a culture of wellbeing.

Best Practice #1

One of the fastest ways to drive results with wellbeing is to think outside of HR, benefits, and total rewards teams. Change happens when culture – and leaders – support healthy behavior. Focus first on informing and engaging leaders across your organization. Managers are typically the first person employees contact in a crisis, so their awareness, alignment, and support generally drives higher engagement in programs. Leaders familiar with the wellbeing resources tend to be better able to navigate conversations and are generally more likely to be able to help someone

who needs it. And, we can't forget that managing people can be stressful, so wellbeing solutions can often also help managers mitigate their own life and work demands.

Best Practice #2

Hire or select someone in the company who has ownership to drive the wellbeing programs, including planning and reporting progress. For best results, this role should be a key responsibility for the employee and not a side assignment in addition to an already full workload.

Best Practice #3

Make wellbeing a collaborative effort throughout your organization. Although it is a best practice to give one person ownership of driving programs, it should be everyone's responsibility to communicate about the importance of wellbeing and support the programs offered by the company. The culture of a company is driven by the collective efforts of all the employees.

boards. Do both of those things and more. Weave wellbeing into team huddles or meetings, add a wellbeing slide to company update presentations, offer lunch-and-learns about wellbeing programming, offer wellness challenges, create fun videos promoting challenges, include wellbeing tips when executives share company financials internally, or distribute success stories when you have employees willing to share. An organization's culture permeates all aspects of an organization, so to drive improved employee wellbeing, think beyond just the HR and Benefits departments.

Best Practice #7

Measure impact beyond ROI. Create alignment and clarity across your organization about the KPIs that have meaning for your organization and look beyond just healthcare costs. Your KPIs could be improved scores on engagement surveys, reduced turnover, increased participation in programs, higher usage of preventative services, improved biometrics, and/or better program pre- and post-assessment scores – look at wellbeing through the lens of future cost avoidance vs. return on investment.

Best Practice #8

If you select an outside wellbeing solutions provider, expect that they will learn your company's current culture. Invite them to get to know your employees and become a familiar face to those driving the wellbeing culture in your organization. A better understanding of your company's cultural norms will help them customize solutions that better meet your needs.

Best Practice #9

Have fun, celebrate successes, measure results, and use data to continue to improve. Your employees – and your bottom-line – will likely thank you!

Effective wellbeing programs adapt to meet the varying needs of the individuals within each organization.

Best Practice #4

Customize your wellbeing programs to fit the unique needs of your organization and the populations you employ. For

example, if you have diverse, hard-to-reach employees or professionals required to put in long hours at work, the wellbeing solutions that resonate with each of these employee groups will be different. Effective wellbeing programs adapt to meet the varying needs of the individuals within each organization. For wellbeing solutions, one size definitely does not fit all.

Best Practice #5

Choose wellbeing solutions that are easy for employees to access and offer a variety of ways to engage. Individuals are often looking for varying levels of support at different times throughout the year. It's important that your programs offer a full range of support.

Best Practice #6

Take a multi-pronged approach to encouraging employee engagement with the wellbeing solutions provided. Don't just rely on sending emails to employees or flyers tacked to bulletin