



HOW YOU CAN DEVELOP A GOOD WELLBEING STRATEGY



MODULE
6

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“The business of
human wellbeing
is the only real
business.

All other
businesses are
subsidiaries of
that”

Isha Sahdguru

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What You'll Learn

- ✓ How to Develop an effective wellbeing strategy tailored for your organisation.
- ✓ Devising an action plan to improve workplace wellbeing.
- ✓ The importance of workplace wellbeing and the difference it makes to employee productivity, effectiveness and engagement.

Reading a Printout?

You can write down notes on the **final page**.

Understanding Your Existing Wellbeing Strategy

Workplace Context

Salary doesn't buy loyalty, but a comprehensive wellbeing strategy can. Forward-thinking employers can make smart decisions by investing in wellbeing initiatives that help show that they care, but first of all, you need to understand what you have in place and what opportunities are out there.

Possible Actions Required

Run a wellbeing audit

What wellbeing initiatives do you already have in place?

Categorise your existing strategy into Prevention, Intervention and Protection.

Research your figures

Review your sickness absence records, employee engagement survey scores and understand the danger of stress levels for your organisation specifically.

Think about what you could be doing

Don't be afraid to use ideas from other companies, but make sure you tailor them to your business.

What is my immediate next step to reflect this in my wellbeing strategy?

We cover this in **M1**:

HOW YOU CAN IMPROVE WORKPLACE WELLBEING

Finding Out What Motivates Your Staff

Workplace Context

Businesses need to ensure they know what motivates their staff, and that their wellbeing strategy reflects this. Employee benefits are a crucial way to show employees that they are valued.

Possible Actions Required

Ask your workforce

Simple surveys, focus groups or polls can help you to unearth what your employees want. Giving your employees, a voice can be empowering and help you to make effective decisions.

Make sure you help to educate your employees about what is out there – an informed choice is the best choice.

Assess whether your employee wellbeing strategy reflects the needs of your workforce and your future workforce. Don't forget that there is lots of public data and research out there to give you a broader view.

Think about what you could be doing

What is my immediate next step to improve motivation?

We cover this in **M2:**

HOW YOU CAN ATTRACT & RETAIN THE BEST PEOPLE

Communicating Your Wellbeing Strategy

Workplace Context

Effectively communicating your wellbeing strategy is key to ensuring you get the maximum return on investment. Failing to tell staff about benefits is essentially money down the drain.

Possible Actions Required

Use your wellbeing audit

Evaluate current awareness levels within the business.

Map out how you currently communicate with employees about your wellbeing strategy and employee benefits package. Don't forget about employees who aren't necessarily on-site.

Measure how effective your current communication channels are. What are the average viewing times on your intranet? Do your managers fully understand what you are asking them to communicate? What is the existing level of sign-up for any voluntary benefits you offer?

Think about what you could be doing

What is my immediate next step to better communicate our strategy?

We cover this in **M3:**

HOW YOU CAN COMMUNICATE YOUR WELLBEING STRATEGY

How To Encourage Greater Trust & Motivation

Workplace Context

There are strong links between trust, wellbeing and engagement, and employee engagement continues to be an important predictor of company performance.

Possible Actions Required

Review your company culture honestly

Identify any barriers that may be getting in the way of fostering trust, wellbeing and engagement. Don't forget to think about the role played by your line managers, your working practices and the specific needs of your workforce.

Review your policies around flexible working. Although this is not possible or practical for every business, a report with Unum and Working Families found that those working flexibly had higher levels of wellbeing – and it's not predominately a requirement just for parents.

Ask your employees their opinion on the working environment and where they feel improvements can be made. This is not about giving your staff everything they ask for but opening up a dialogue around their needs can help them to feel more valued

Think about what you could be doing

What is my immediate next step to improve staff motivation?

We cover this in **M4:**

HOW YOU CAN IMPROVE STAFF MOTIVATION & TRUST

Get Your Finance Director & Senior Executives On Board

Workplace Context

It's essential that Finance Directors and your other senior executives understand the true value of an effective wellbeing strategy, as well as how it impacts their balance sheets.

Possible Actions Required

Table an agenda item

At the next senior management/leader meeting to start the conversation about workplace wellbeing.

Use your audit findings to clearly demonstrate where the company is missing out financially and competitively – stamp out any idea that wellbeing is 'fluffy'.

Don't be afraid to ask for commitment from the senior executives. Sometimes it can help to get buy-in from existing champions (the people who understand the value of wellbeing).

Get commitment to a short-term and long-term wellbeing strategy, and make sure you put measurements in place to show the results. This will make it easier the next time you have a conversation with someone who doesn't see the value of wellbeing. Don't forget to future proof your plans!

Think about what you could be doing

What is my immediate next step to get my FD on board?

We cover this in **M5:**

HOW YOU CAN WIN OVER YOUR FINANCE DIRECTOR

Future Proofing Your Business

Companies are set to become increasingly employee-centric. Those employers who make changes now to shape their business around the needs of their staff are likely to achieve a significant competitive advantage, and businesses face a bill of up to £101 billion in hiring costs and lost productivity if they fail to do this.

Future workplace trends which you need account for when developing your wellbeing strategy include:

Ageless - A workplace that encourages older workers to remain or return to the workplace. Instead of retiring and see workers energised to continue to work until a late age because they want to, rather than have to.

Mindful - A workplace which nurtures mental health and encourages workers to recharge mentally and achieve balance in their busy hyper-connected digital lifestyles.

Intuitive - A workplace that uses data and insight on it's workers environment mood, wants and needs to create an all-encompassing Intelligent and intuitive environment.

Collaborative - A workplace that embraces the collapse of traditional structures to promote open and social exchange, operating a flat structure and embracing the impact of more women in the workplace.

Further Information

Have you read all of our
HOW YOU CAN collection?



The Case-UK Vision

Establish and develop a supportive network of individuals, agencies and communities of interest to create sustainable social enterprises that contribute to a higher standard of living for themselves, their families and their communities.

CONTACT US

02921 676214

peaceofmindatwork@case-uk.co.uk

Use this page to take notes, cover your thoughts, and to devise action plans.