



DEVELOPING A WELLBEING STRATEGY

A SUCCESSFUL WELLBEING STRATEGY IS INTEGRATED INTO THE OPERATIONS OF AN ORGANIZATION AND PART OF THE CULTURE

To be successful, wellbeing initiatives must be more than stand-alone activities – they need to be built into a holistic comprehensive strategy that balance the needs of the organization with the needs of employees.

EMPLOYEE WELLNESS – PROGRAMMING CONSIDERATIONS

<p>1. Establish your wellness philosophy, the purpose – what do you want to achieve?</p>	<ul style="list-style-type: none"> Consider the employee experience you want to provide – the value proposition and the impact on employee engagement and retention. Survey current employees to gather insights on what wellbeing initiatives and programs would best support their needs
<p>2. Define the commitment to and the priorities for the wellbeing strategy</p>	<ul style="list-style-type: none"> Define what the organization is able to commit to when it comes to employee wellbeing and how it aligns to the organization's values and will impact the culture
<p>3. Consider all dimensions of wellbeing in your strategy</p>	<ul style="list-style-type: none"> Consider the 7 dimensions of wellbeing – physical, emotional, social, environmental, spiritual, intellectual, and financial when designing programs and initiatives and how to integrate programs into the culture
<p>4. Establish goals and measures of success Define the specific initiatives and how they will achieve the strategy</p>	<ul style="list-style-type: none"> Informed by the purpose of the wellbeing strategy and the data collected from your survey, develop meaningful goals and determine the initiatives required and align to your organizational strategy, employee needs and desired culture Develop KPIs to measure progress on wellbeing initiatives and report on these measures to all stakeholders
<p>5. Develop executive support and buy-in</p>	<ul style="list-style-type: none"> Highlight the positive impact of wellbeing on the organization, employee experience and business outcomes Establish the leadership expectations and role-modeling behaviours that prioritize wellbeing in the culture
<p>6. Train leadership and management</p>	<ul style="list-style-type: none"> Provide training and learning opportunities for leaders and managers to be wellbeing champions
<p>7. Create a culture of wellbeing</p>	<ul style="list-style-type: none"> Ensure behaviours that reinforce and prioritize wellbeing become a part of your competency framework, to integrate wellbeing into the operations and the culture