



The Twenty Minute Audit: Where to Spend Your Next Well-Being Dollars

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Where to start? That's a common question I hear when talking with HR professionals looking to make strides in the employee well-being space. There are no lack of apps, trackers, programs, and silver bullets that are marketed to business leaders to solve the woes of employee well-being. But at the end of the day, company cultures, missions, and work vary and, just like the unique humans that make up the organization, what works for one organization may not be the solution for another.

Here we will perform a quick scan of your organization's well-being investments. The secret that many don't share... it's often not the flashy, expensive solutions that move the needle on employee well-being. It's the more challenging **people stuff** and **quality leadership** that can really make a difference in your employees' lives and make them better because of their employer.

So let's dive in...

Performance

Rank your organization on how it performs on each of the six well-being pillars. Ask yourself the following:

- How does my company perform on this well-being pillar compared to other companies?
- How would our employees rate our performance on this pillar?
- Is this something that we are known for doing well or not particularly well?
- Are employees participating in the programs we offer?

(Tip: Be realistic in your benchmarking. Participation in workplace well-being programs is typically 1/3 of the employee population.)

Areas of well-being:

Rank 1 = poor, 10 = best of the best

Physical = _____

Financial = _____

Mental = _____

Social & Emotional = _____

Career = _____

Community = _____



Let's go through an example to help! We will look at The Race Wear Company.

Example: Physical – Performance Rating: 4

Here at The Race Wear Company we talk about physical health a lot but we don't come close to many other companies on execution. We have a quarterly step challenge, but the same groups participate and win every quarter. We have a gym discount program, but it's passive and honestly, who knows how many actually go to the gym! HR sends health tips every month but then I walk into the break room and see cookies and cakes every other day to celebrate something and every Friday is Donut Friday! Our warehouse teams are constantly moving and lifting and that is tough on the body, but we don't really talk about their health beyond the required safety stuff. It just feels like the same 10% of people are actually taking advantage of the physical health benefits and challenges we offer.



Importance

What importance does your company and employees put on this aspect of well-being? Questions to ask yourself:

- Is this a strategic initiative for the company or HR?
- Is high performance here critical to the success of the business and our people?
- Is this tied to the purpose or mission of our company?
- Do employees or HR talk about this regularly?



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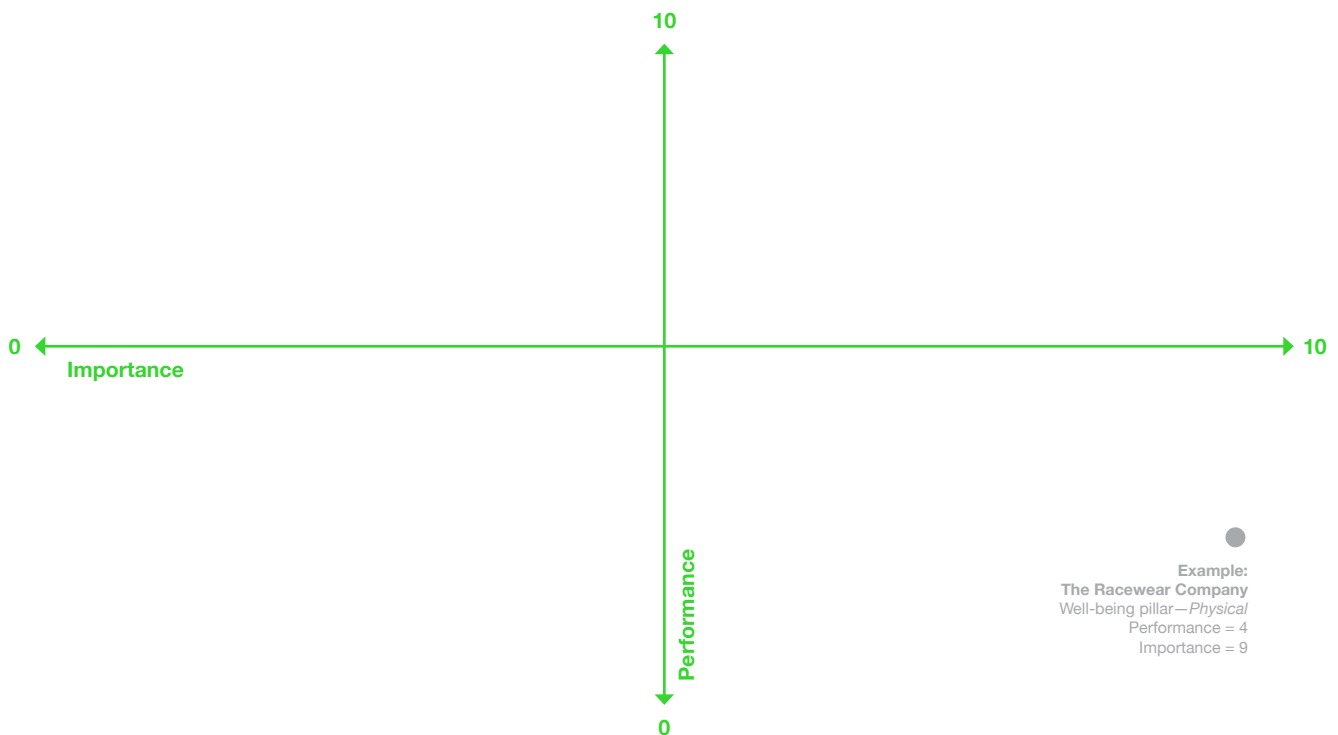
Community = _____

Going back to our example of the The Race Wear Company...

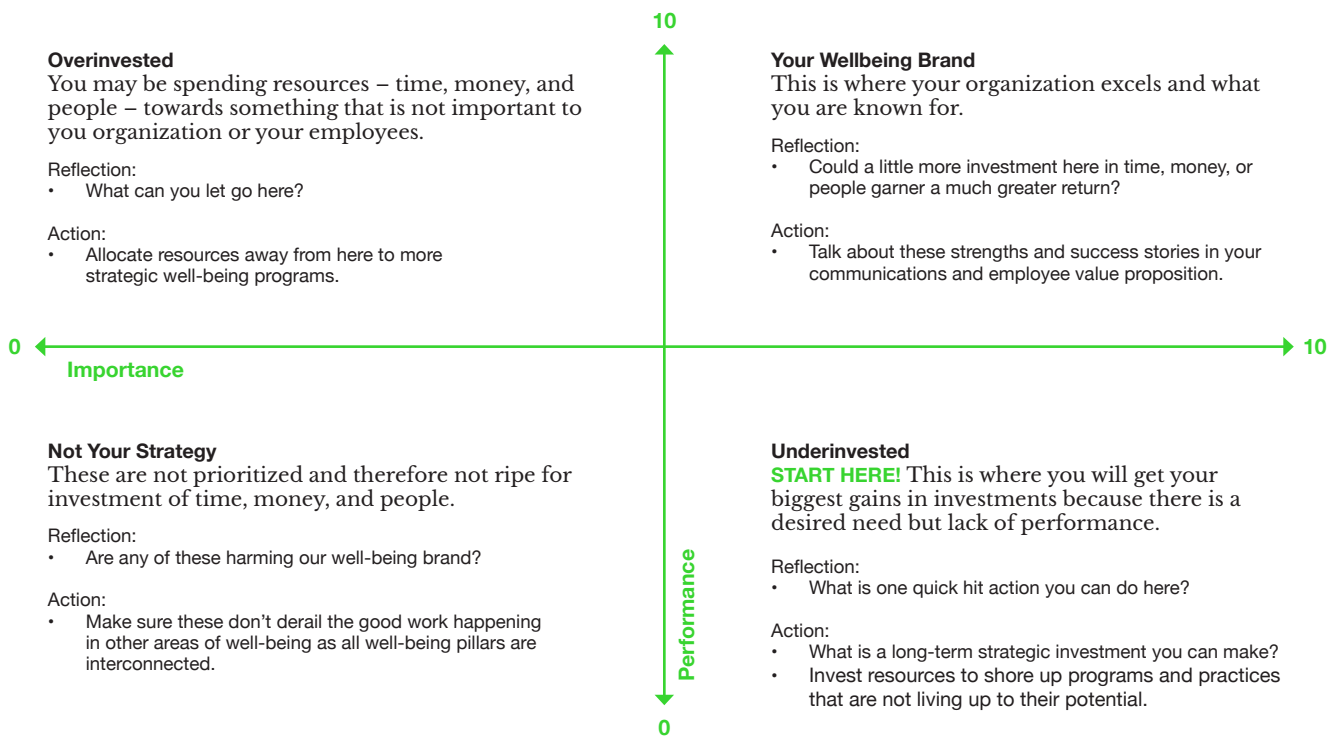
Example: Physical – Performance Rating: 9

Our company makes t-shirts and water bottles for events and most of our product is tied to fundraising walks and races. Our mission is to “Outfit the Doers” and therefore, we take pride in providing high-performing, branded accessories for the many volunteers and employees that support greater mission work. Over half of our work is tied to 5K charity runs. We are always talking about the performance of our gear and the health benefits for the people we support, and it puts a bright light on the physical health of our employee population.

Based on your assessment, plot your six Holistic Wellbeing pillars into the four-box model below.



Now that you have your pillars plotted, let's see what they mean.



There are likely many options on where you go from here. The good news, is now you have a starting list of prioritized well-being pillars. In the case of The Race Wear Company, we need to invest more in the physical well-being programming and engage more of the employee population. We will do this by moving some of our investments from an overinvested program.

Well-Being Investment Ideas for The Race Wear Company

- Showcase employees using the company gear in their workout routines for an internal and external marketing blitz. Storytell on the success of employees achieving their health goals through social channels.
- Find an alternative to Donut Friday and a non/low-caloric way to celebrate events. Perhaps this means setting up a coffee bar on celebration days or a trivia question every Friday morning or launching a Fun Friday t-shirt contest as ways to engage employees.
- Create a moving meeting challenge where leaders take at least one meeting a day on the move – whether a conference call on a walk or walking the warehouse floor during a 1:1.

Now it's your turn! What are two high-impact actions you can take to spend your next well-being dollars:

1. _____

2. _____

