



GUIDE

How to create a wellbeing strategy for your business

A tool for HR and People Leaders to use when evaluating and planning an employee wellbeing strategy.

[Contact us](#)

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HEALTH



Why implement an employee wellbeing strategy?

A successful wellbeing strategy is a game-changer for any organisation.

It helps to:

- Develop healthier employees
- Build a happier company culture
- Reduce sickness absence and absenteeism
- Enhances productivity and performance
- Promote teamwork and camaraderie
- Improve work-life balance
- Drive self-development and “big picture” thinking
- Create opportunities for fun challenges
- Boost your business performance

Gallup’s “State of the Global Workplace 2023 Report” showed that 60% of the world’s employees are unengaged, quiet, quitting, and stressed.

Unengagement is a productivity killer. So, do you want to continue with how things are? Because let us tell you, the cost of doing nothing comes at a high price to businesses.

The solution lies in the hands of the employers. Business leaders have a duty of care for all employees, and their health and wellbeing falls within that.

Use this framework to plan and evaluate your current wellbeing offerings, note down important statistics for future approval, and then use your findings as a foundation for your wellbeing strategy.

Better yet, once you’re finished, get in touch with one of our health & wellbeing experts, and we’ll happily discuss how you can implement your own strategy with you.



Ask yourself this...

Before you build a wellbeing strategy, you need to get well acquainted with your objectives.

To build a wellbeing strategy that will truly work for your business, help your employees improve their health, and show value-on-investment to the leadership team, **you need to understand your purpose, mission, future impact, and your employees.** Think about it: you wouldn't promote an in-person wellbeing event if your staff are predominantly remote/global - instead, you should look for a solution that helps connects global employees to each other and to your business goals.

Employee wellbeing goals	
What do you want to achieve with your wellbeing strategy?	
Why do you want and/or need to invest in employee wellbeing?	
Do you currently have a budget for a wellbeing platform?	



<p>Do you support employee health and wellbeing currently? If yes, how?</p>	
<p>Do you have any current provision to reward or recognise your employees?</p>	
Your Workforce	
<p>Injuries occurred last year:</p>	
<p>Employee attrition rate last year:</p>	
<p>Number of employee sick days last year: Cost of employee sick days (Avg employee daily salary x no. of sick days = X)</p>	



<p>What's your employee demographic? Include: Age Gender Ethnicity Disability Working pattern (sedentary / night shift/ etc)</p>	
<p>Are there key challenges you'd like to solve with a H&W solution? <i>E.g. Mental health, physical health, financial wellbeing</i></p>	



Looking to the future	
What employee wellbeing goals do you want to achieve in the next 12 months?	
How will you measure the impact of your wellbeing strategy? E.g. Fewer sick days, increase in employee happiness, etc.	
How will you keep your employees engaged?	
When is the right time to launch your wellbeing strategy?	
What resource do you have in place, if any, to support a wellbeing initiative? <i>E.g. Wellbeing Champions, Mental Health First Aider?</i>	



SWOT analysis

The SWOT analysis table (below) is a great planning tool that helps you identify the Strengths, Weaknesses, Opportunities, and Threats involved in your current wellbeing strategy, or in your workplace, if you don't already have a strategy in place.

Don't have any wellbeing strategy? You should still use this tool to work out what you want from your new wellbeing project.

Strengths	Weaknesses
Opportunities	Threats



Key stakeholders and how to get their buy-in

From CEO and CFO to Health & Safety Managers and Rewards & Benefit Leads, HR, Operations – almost everyone is part of the wellbeing puzzle. You may have a whole team of key stakeholders to seek approval from when getting wellbeing investment.

Jot down your key stakeholder’s job title and what they’ll likely be looking for to approve, and we’ll help you get your strategy across the line.

Key Stakeholder #1	Key areas to focus on to gain approval:
Key Stakeholder #2	Key areas to focus on to gain approval:

Key Stakeholder #3	Key areas to focus on to gain approval:
Key Stakeholder #4	Key areas to focus on to gain approval:
Key Stakeholder #5	Key areas to focus on to gain approval:
Key Stakeholder #6	Key areas to focus on to gain approval:

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Next steps

Now you've evaluated what you do and don't have, what you want and don't want from a wellbeing strategy, and who you need to seek approval from, it's time to put words into actions.

Use the questions below to consider how you'll implement your wellbeing strategy.

Do you have any current policies in play that need reviewing?	
How will you collect data to develop your strategy? <i>E.g. Surveys, Focus groups, HR data, etc.</i>	
How will you communicate wellbeing initiatives? <i>E.g. Meetings, emails, SMS, face-to-face, etc.</i>	
What KPIs will you measure to report back to key stakeholders?	
What's your budget?	
What vendors are you looking at to help implement your wellbeing strategy?	



Because health is personal™

It's time to drive real change.

Want to go through this framework with a wellbeing expert? Get in touch, and we'll be happy to help.

Together, we'll make your employees - and your business - healthier.

[Book a demo](#)

Our personalised, world-leading digital health & wellbeing platform connects seamlessly to every individual's needs, giving your people the right wellbeing support, whenever they need it.

Learn more at <https://personifyhealth.com/global/en>
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