

Quick read

Calm the Chaos: 5 Ways to Boost Employee Retention & Engagement



Quick read

A global situation

Two constant questions the C-Suite has asked of HR over the past two+ years – what should we be doing? And what are others doing?

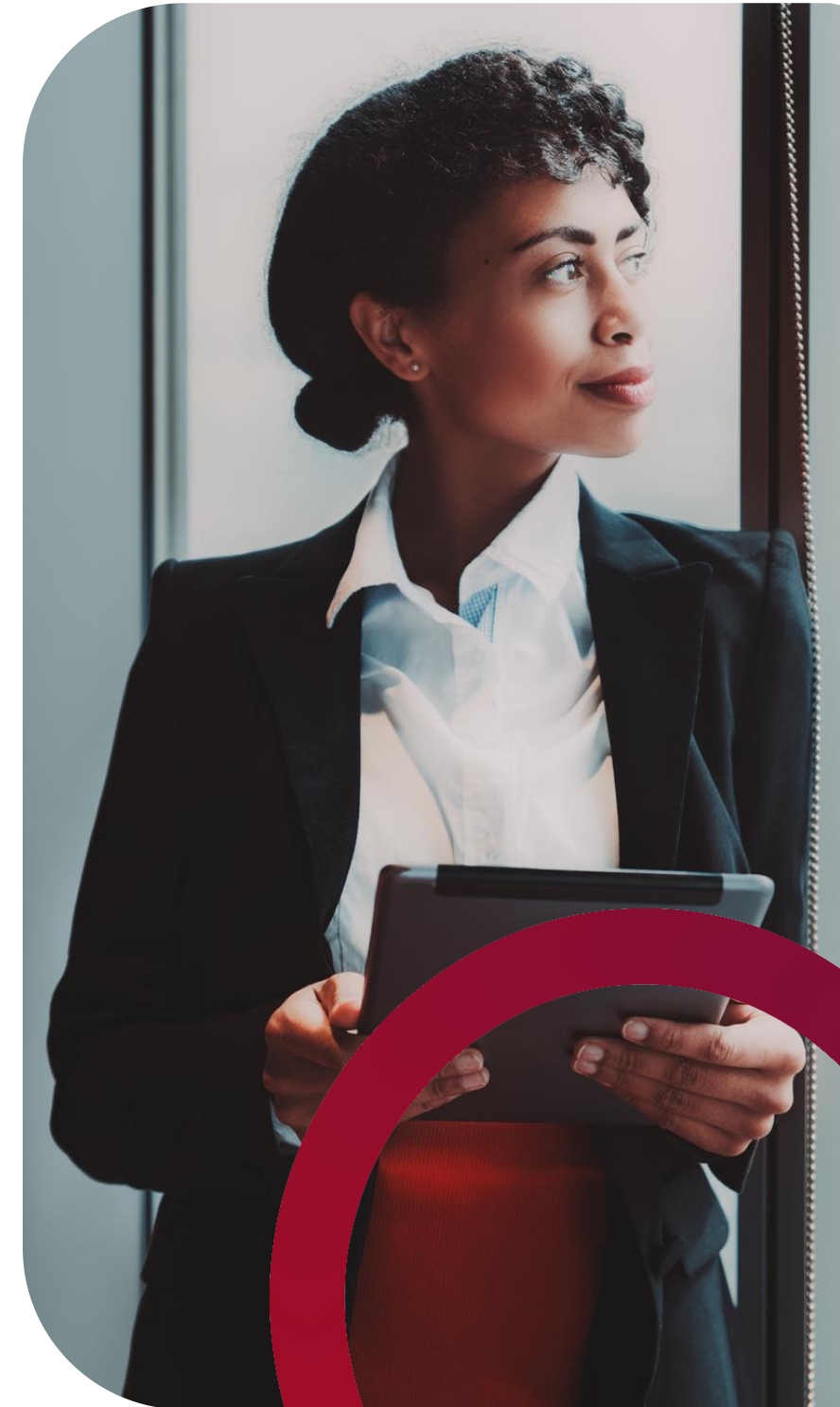
It started with the pandemic, then the mental health crisis, and now businesses are trying to understand what to do amid the uncertainty of new global obstacles. And, with good reason. The bottom line is that employee struggles cost businesses. You can't afford to see impacts on the financial health of your organization.

Yet, for the 98% of HR professionals signaling they are burned out, many, if not all, are left to shoulder these macro workplace issues mainly on their own. Building healthy, resilient, and engaged workforces is impossible without the right support systems at every level, let alone taking control of your health and wellbeing.

When nothing is normal and every day feels like a crisis, how can you prepare your workforce for more uncertainty?

Over the past 17 years and throughout the pandemic, Virgin Pulse has been the safety net for businesses worldwide. We support employee health, wellbeing, and benefits for over 6,000 organizations worldwide in 190 countries and territories.

Leveraging our experience and expertise, we created this guide to help you move from chaos to confidence.



The business case for health and wellbeing

You wouldn't hire employees without knowing they are authorized to work at a location, nor would you throw caution to the wind and forgo health insurance in the hopes employees never have health needs.

Health and wellbeing needs are multidimensional and support multiple facets in your organization. Without a strong wellbeing program as your safety net, you risk productivity, unnecessary health care costs, retention issues, and more during times of prosperity and uncertainty.

We aren't talking about a step challenge but one solution that can impact the employee experience, wellbeing, health outcomes, culture, and more.

Source: ¹ [Conference Board](#), ² [LinkedIn](#), ³ [Edelman](#)



#1

CEOs ranked labor shortages as number-one external threat to their business in 2022¹



2x \$\$

Losing an employee can cost 1.5-2x the employees salary, not including lost productivity & knowledge²



83%

of US workers suffer from work-related stress; 86% say their financial stress impacts their productivity, losing 25% of the work week to dealing with financial issues ([Stress.org](#))



7.5%

US labor productivity tumbled by 7.5% in the first quarter of 2022 – the largest decline in worker output per hour since 1947, while labor cost soared to 11.6%, taken together, these numbers underline the inflation surge, #2 concern for CEOs according to recent the [Conference Board survey](#) (productivity and labor costs source: [Labor Department](#))

Impact of your choices & actions

77%

of global employees trust their employer to do what is right, how you react to challenges and support employees determines outcomes³

Moving from chaos to confidence:

5 actions HR can take now to prepare for an uncertain future. We share our expertise and experience to help you build a safety net for your organization.



1

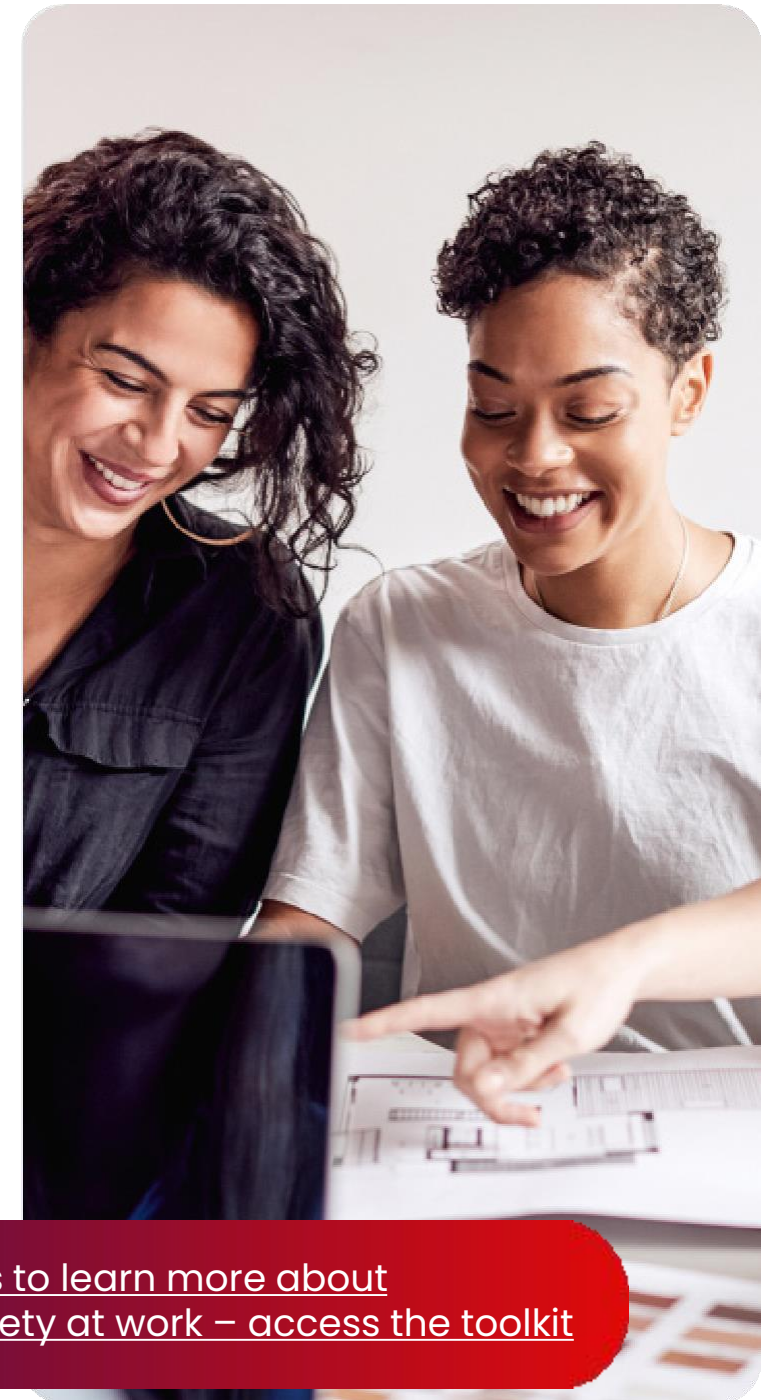
Create psychological safety at work to avoid voluntary turnover

According to the Center for Talent Innovation, “undermining behavior from managers” is a major factor in women dropping out of tech. In fact, a survey found that 87% of women had witnessed demeaning comments from their colleagues. And 66% felt excluded from key social and networking opportunities because of gender. While this represents one industry, the truth is that this is widespread across industries.

And unfortunately, some companies continue with the same “one-and-done” approaches, like mandatory diversity training or one. It is vital that companies rethink traditional approaches. This includes investing in creating and fostering psychologically safe environments now, otherwise, you are choosing the cost of turnover.

Voluntary turnover costs U.S. businesses a trillion dollars a year, and that was in 2019. The cost continues to grow in the current environment.

It’s vital that companies rethink traditional approaches now. This includes investing in creating and fostering psychologically safe environments, and a robust wellbeing program is your safety net for creating and maintaining inclusive workplace culture of belonging.



[Hear from experts to learn more about psychological safety at work – access the toolkit](#)

2

More wellbeing + more adoption, with less admin & overall cost

In a recent webinar, a manufacturing client shared they have 75% adoption of their Virgin Pulse platform and it's not by accident. They choose to weave six pillars of wellbeing – know your numbers, physical activity, nutrition, tobacco-free, and financial health – into their manufacturing floor total productive maintenance practice.

For stretched-thin HR teams, wellbeing solutions that only focus on one facet such as step challenges, or siloed benefits like mental health, or employee communications apps don't work. Why? They only provide one service and require you to stitch them all together. And just because something is free (e.g. email) doesn't mean it is working.

● New Benefit

Anita, your employer now offers Wellbeats.



With more than 60% of emails going unread, dispersed workforces, and hard-to-engage employees, you end up making more work for yourself with lackluster results.

For HR, giving your team and your workforce one destination (digital and human touch) for physical, mental, emotional, social, financial, and community health along with access to benefits is your safety net during times of uncertainty. And it is even better when you can combine employee communications, culture, recognition, and partners within. See how Virgin Pulse gives you a full-stack, global employee health, wellbeing, culture, and benefits experience while reducing your daily admin so you can focus on what matters most to you.

[Learn more about leveraging Homebase for Health® as your safety net during uncertainty](#)

3

Go beyond HR to reduce burnout and increase community

The old saying, “if you want to go fast, go alone; if you want to go far, go together” is not just a passing thought, but a strategy lever you can pull during uncertain times. While employees want to hear from leadership, they also want to contribute to your culture in their own unique way. In doing so, you create a sense of belonging, safety, and community.

At Virgin Pulse, our EIGs (employee impact groups) support retention efforts, product updates, and HR policies – [watch Celebrating Differences and Building Community virtual event replay to learn more](#). At other organizations, employees have led the focus on parenting and caregiving, menopause support, community outreach and more.

In this [Thrive 2022 replay](#), you’ll hear from [Allstate](#) and [Equinix](#) how they leverage whole-person wellbeing through digital, live events and services, coaching, employee resource groups, wellness champions, and Virgin Pulse partners to go beyond HR and make wellbeing a part of their DNA.



[Learn how Allstate and Equinix leverage employees to help create community & change](#)



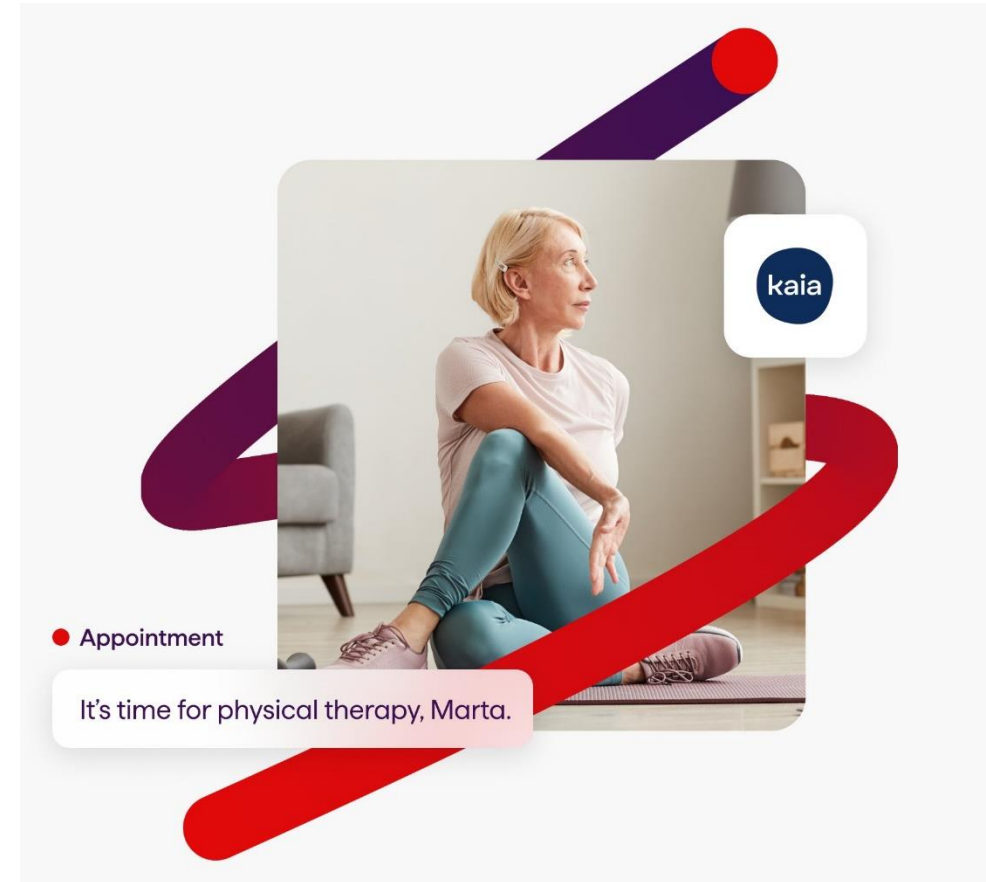
Impact health care costs with the right resources, right time

And bonus, you don't have to take on the impossible task of knowing who to engage and when, we do it all for you.

With delayed care, co-morbidities, and medication prices skyrocketing, health care claims cost might feel like the largest uncontrollable expense on your balance sheet. Yet, it doesn't have to be that way.

Managing conditions, closing gaps in care, transparency, and improving health literacy are all a part of Virgin Pulse's behavior change approach. We make it simple to understand and support the health of your workforce with our end-to-end digital and live services solutions. By connecting data, technology, and live services, we get ahead of – and even reverse – negative and costly health trends like hypertension and diabetes.

Health insurance isn't your only safety net, we help you build alongside a custom health and wellbeing experience that meets employee needs and expectations any time of the year.



[See how we do it](#)



Always on recognition to retain productive employees

Humans crave certainty. When we feel uncertain, it registers in our brains as a situation that we must fix, and we won't feel completely comfortable until we do. This feeling of discomfort reduces memory capabilities and lowers performance. This isn't a high-performer versus low-performer issue, it is human.

It can be a challenge to maintain a positive and supportive work culture amid so much uncertainty. Recognition programs provide a company-wide channel to engage employees on a personal level and communicate your cultural values. When done right, rewards and recognition can create a memorable experience, and in turn, make your messaging "stickier". Whether you wish to emphasize current values or recalibrate them to fit the times, rewards, and recognition amplifies your voice.

HR doesn't have to be the only one delivering recognition, with recognition helping to reduce stress and increase feelings of connection and belonging, integrating it into your wellbeing program for everyone to see and participate in helps team members feel appreciated.



Creating certainty during uncertain times

Leveraging wellbeing helps you and your organization move from chaos to confidence

To help you find resources to create your wellbeing safety net, we've put together information that you might find beneficial. For most companies, when uncertainty arises, they want to talk about their challenges with an expert to help them navigate situations and support decision-making. Our experts are here for you – let's talk!

Additional resources:

- [Overcoming budget barriers](#)
- [Employee wellbeing month toolkits](#) – culture, DEI, webinar replays, and more
- [RFP toolkit](#) – take the burden off of your team with these assets to help you navigate the landscape





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