



eBook

How HR Innovators are Transforming the Employee Experience with Wellbeing



Human Resources: The Heart and Head of Today's Thriving Businesses

Today's HR leaders face a changing and challenging landscape. The global coronavirus pandemic, a heightened focus on diversity, equity, and inclusion (DEI), and a surge in employee mental health issues have ushered in a new era for the field—and HR professionals across the globe.

65%

of employees are
looking for a new job

88%

of executives reported
higher turnover than
normal¹



¹ <https://www.pwc.com/us/en/library/pulse-survey/future-of-work.html>

In many industries, business models have been upended and organizational systems and policies transformed as employee expectations evolve about where and when work happens. Through it all, HR professionals at all levels have been essential—and in high demand, as evidenced by a dramatic uptick in HR job postings. In the midst of a global pandemic, they are tackling historic resignations and a shifting labor market.

During what has been dubbed the “Great Resignation,” employees across many industries have left their jobs in record numbers. And this trend appears to be continuing, driven largely by what some are calling the “Great Realization.” For many employees, the pandemic has given them a different perspective on what work means to them, what’s most important in their lives, and how they spend their time. This has inspired a desire for a change²—and for many HR departments, this means working even harder to retain and recruit talent.



² <https://fortune.com/2022/07/21/great-resignation-40-percent-want-to-quit-where-are-they-going/>

Opportunities for Leadership and Innovation

Three Critical Strategies

Successful HR leaders and businesses are adapting and evolving their people strategy not simply to put out today's proverbial fires but to build more robust, resilient, and future-proofed businesses. How are they doing this? Here are three strategies HR innovators are taking to engage employees—and meet them where they are—while supporting critical business outcomes.

HR innovators recognize that today's greatest workforce challenges have at least one thing in common: They're essential to what has been dubbed the employee experience.³ These leaders also understand that at the heart of the employee experience is engagement. People strategies and operations that don't effectively engage employees will do little to improve their experience.

1. Embracing Flexibility and Redefining Where Work Happens
2. Fostering a Culture of Diversity, Equity, and Inclusion
3. Prioritizing Mental Health and Wellbeing

³ <https://www.forbes.com/sites/forbestechcouncil/2022/07/21/why-employee-experience-is-make-or-break-in-2022-and-beyond/?sh=65d265b6741b>

⁴ <https://www.isolvedhcm.com/transformation-employee-experience-report>

⁵ <https://bankrate.infogram.com/job-seeker-survey-2-1ho16vox5pwnx4n>



92%

of HR leaders out of a survey of 500 reported employee experience is a top priority in 2021.⁴

27%

increase in employee satisfaction ratings in work culture and sense of wellbeing when employees launched a wellbeing program.⁵

Embracing Flexibility and Redefining Where Work Happens

In national surveys, flexibility consistently ranks among the most important factors that today's workers seek in current or new jobs.⁶

Rather than resisting the groundswell of support for flexibility, successful HR innovators are not just welcoming this shift—they're leading it. Recognizing that workers of all ages are seeking remote working options and flexible schedules,⁷ forward-thinking leaders are finding strategic ways to make it work for their people and their businesses.

Savvy HR leaders are, in fact, using flexibility as a competitive advantage when striving to retain or recruit top talent. They recognize that businesses that embrace flexibility can tap into a much larger—and geographically dispersed—talent pool to find exceptional workers than businesses working under traditional geographic constraints. Many businesses now aspire to be a “destination employer” that top talent will seek out regardless of location.

⁶ <https://www.forbes.com/sites/carolinecastrillon/2022/03/23/why-flexible-work-boosts-employee-productivity/?sh=595abd796e4b>

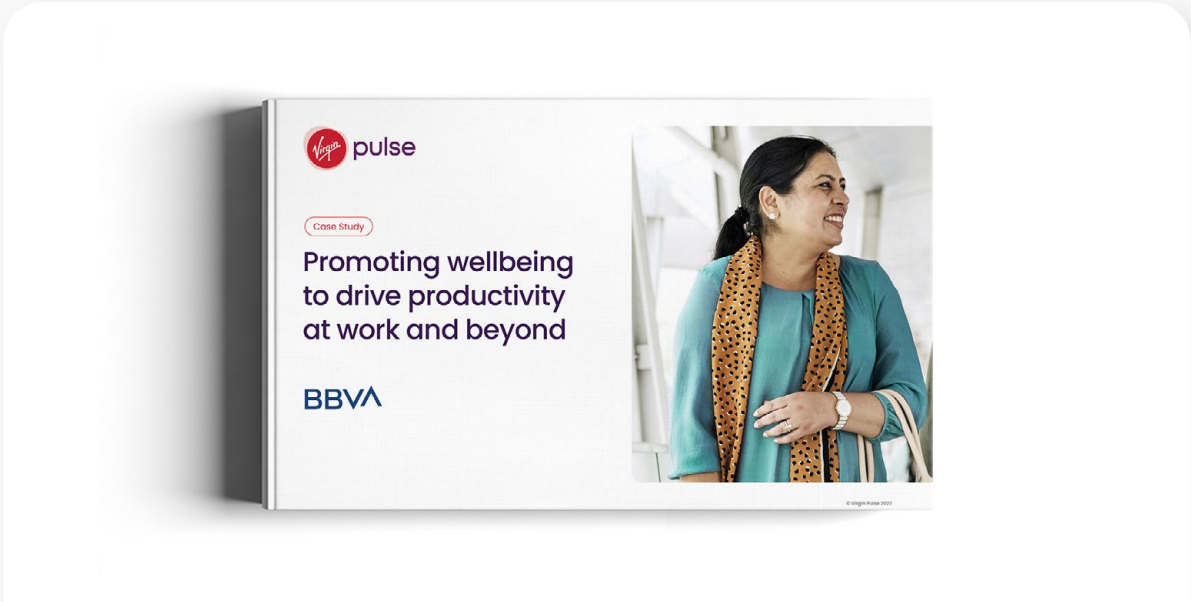
⁷ <https://www.mckinsey.com/industries/real-estate/our-insights/americans-are-embracing-flexible-work-and-they-want-more-of-it>



Offering flexibility has big benefits for businesses beyond their talent strategy. When paired with tools that drive employee engagement, flexibility also improves organizational productivity and workforce resiliency. During the coronavirus pandemic, some companies saw productivity decline as the disruption challenged traditional means of collaboration and communication—while others fared better. Today’s astute HR leaders learned from this: They now know that flexible work policies, supported by tech-enabled work practices and communication channels, can help ensure resilience and productivity during future disruptions.

50%
of respondents say that job flexibility of hours or location has become more important to them post-COVID. It’s the fastest rising factor when it comes to looking for a new job.⁸

78%
of people who worked from home during the pandemic either don’t want to go back to the office or would prefer a hybrid schedule going forward.⁹



BBVA Case Study

BBVA was able to connect employees across the globe and create a sense of community that was made possible with an engaging wellbeing solution and digital communications strategy.

[Download the Case Study](#) →

⁸ <https://www.pewresearch.org/social-trends/2022/02/16/covid-19-pandemic-continues-to-reshape-work-in-america/>
⁹ <https://hrxexecutive.com/race-culture-and-mental-health-how-dei-can-unlock-change/>

Fostering a Culture of Diversity, Equity, and Inclusion

With a majority of workers citing inclusion as an important factor in staying in or choosing a job, insightful HR teams recognize the importance of DEI on talent strategy

They are committed to hiring a more diverse workforce—but they go beyond that. The most successful companies and HR leaders are also creating inclusive cultures where diverse talent will want to stay. Indeed, savvy HR leaders are being more proactive than ever about creating an inclusive culture to support and encourage retention of diverse employees.

Recognizing that culture change is as complicated as it is critical, HR professionals are working closely with CEOs, Chief Diversity Officers, and stakeholders across their organizations. They have been at the forefront of often difficult conversations about company policies, culture, composition, and leadership. HR leaders have become advocates and implementers of change—to improve the health and wellbeing of employees and employers alike.

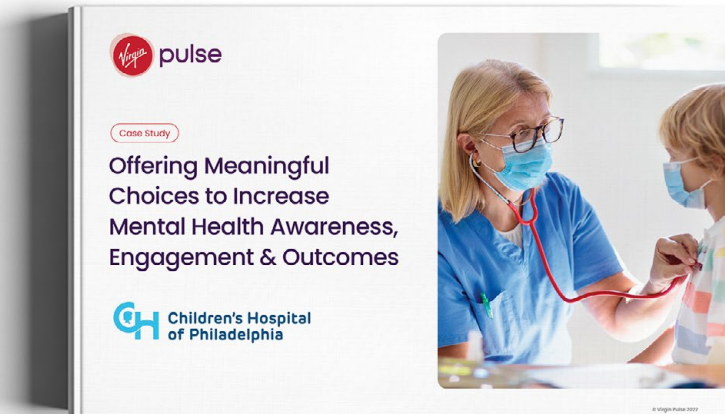


Inclusive teams make more effective business decisions 87% of the time.

– Source [Virgin Pulse](#)

HR leaders know that supporting a culture of DEI has also been shown to improve productivity and performance. Diversity of gender and race on executive teams increases the likelihood that they will financially outperform others in their industry. Intra-team collaboration, innovation, and performance also improve when all members of the workforce feel included.

A growing body of research also suggests that DEI and mental health and emotional wellbeing are closely linked.⁹ Insightful HR leaders are, therefore, integrating their DEI and wellbeing programs into their culture in creative and engaging ways.



Case Study: Children's Hospital of Philadelphia

Children's Hospital of Philadelphia found that embedding DEI into their wellbeing strategy helped engage workers across diverse backgrounds, skills, and experiences. Feeling more included and connected to their teams, 80% of employees reported being more productive at work.

[Download the Case Study](#)



Prioritizing Mental Health and Wellbeing

Employee mental health and wellbeing was a growing priority for many employers even before the pandemic. Chief Wellbeing Officers, for instance, are being added to the C-Suite in many companies. Today, more than ever, HR leaders are at the forefront of responding to what has been called the “other pandemic.”

Mental health is a top employer priority for good reason. For employees it can manifest as stress, anxiety, lack of motivation, sleep issues, and more. For businesses, this results in significant and quantifiable impacts.¹⁰ When employees are depressed, they miss an average of 31.4 days per year and lose another 27.9 to unproductivity.¹¹ This decline in productivity can have significant and quantifiable impacts on business which is why it’s so critical to get employees to engage in the services employers are making available. According to a survey by Metlife, 79% of mentally healthy employees are engaged at work versus just 47% of employees who are living with mental health issues.¹²

10. <https://www.mhanational.org/mind-workplace>

11. <https://www.mcleanhospital.org/essential/what-employers-need-know-about-mental-health-workplace>

12. <https://www.metlife.com/employee-benefit-trends/ebts-mental-health-2020/>



HR leaders also know that prioritizing mental health and wellbeing can help to lower overall healthcare costs. They recognize the link between mental and physical health,¹⁵ and they're committed to holistic employee wellness programs that provide a comprehensive approach to health.

Lost productivity related to anxiety and depression costs the global economy approximately \$2.5 trillion per year and is expected to go up to \$6 trillion by 2030.¹³

1 in 4 said they've quit a job for their mental health within the last two years, and nearly 2 in 5 have considered doing so.¹⁴

13. [https://www.thelancet.com/journals/langlo/article/PIIS2214-109X\(20\)30432-0/fulltext](https://www.thelancet.com/journals/langlo/article/PIIS2214-109X(20)30432-0/fulltext)

14. <https://www.jobsage.com/blog/survey-do-companies-support-mental-health/>



Case Study: Kuehne + Nagel

Switzerland-based Kuehne + Nagel designed a wellness program to address employee stress and create a more positive working environment. The company saw a decrease in employee health claims within a year of implementing a wellbeing program.

Download the Case Study




The Right Wellbeing Solution for Engaging Your People

The right health and wellbeing solution can support HR leaders as they provide vital leadership during a time of historic challenge and opportunity. And the right solution is one that engages employees consistently across their health and wellbeing journey.

Successful HR leaders know that an engaging wellbeing experience can make a difference in employees' lives, workplace culture, and business success. They are seeing marked improvements in critical areas, including retention, tenure, performance, productivity, revenue, and healthcare costs.

By partnering with providers that offer a comprehensive, customized, integrated, and high-touch and high-tech approach to health and wellbeing, HR leaders can drive important outcomes for their people and their businesses.

Furthermore, when businesses invest time and money finding a quality partner, it signals to workers that their health and wellbeing is a real priority—not a mere perk but an imperative. And this matters. According to a 2021 Virgin Pulse Insights Report, when workers believe they work for an organization where leaders care about employee wellbeing, they are more engaged, more motivated to work hard, and more satisfied in their jobs.



Case Study: Morton Salt

Morton Salt partnered with Virgin Pulse to drive employee engagement, improve culture, and influence talent acquisition and retention. Working together, they created the wellbeing initiative, Dash.

[Download the Case Study](#) →

Virgin Pulse helps clients reach their full potential by improving culture, productivity, and other important business outcomes.

Among Virgin Pulse members:

60%

are proud of their company's culture (33% above the national average)

71%

feel their company cares about their wellbeing (78% above the national average)

Virgin Pulse Clients:

31%

report a 31% rise in productivity

2X

as likely to have an increase in revenue

3X

less likely to have employees experience burnout



Homebase For Health®

Innovative leadership from HR teams isn't the only thing reshaping the employee experience. Today's diverse and dispersed workforce is looking for more than an organizational culture of health and wellbeing—they want the ability to easily access and seamlessly engage with the benefits they need, whenever and wherever they need them.

Homebase for Health® unifies and simplifies the employee wellbeing experience by bringing all your benefit investments together into one digital health ecosystem. Based on human-centered and inclusive design, Homebase for Health® is powered by artificial intelligence to deliver evidence-based tools and resources tailored to each employee's unique wellbeing journey—without the additional administrative burden.

Contact Us

Learn more at virginpulse.com
Find us on [facebook](#) | [twitter](#) | [linkedin](#)

