

# Beyond the Fluff

How to create a  
wellness strategy which  
impacts your bottom line

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**WHAT** is  
workplace  
wellness?

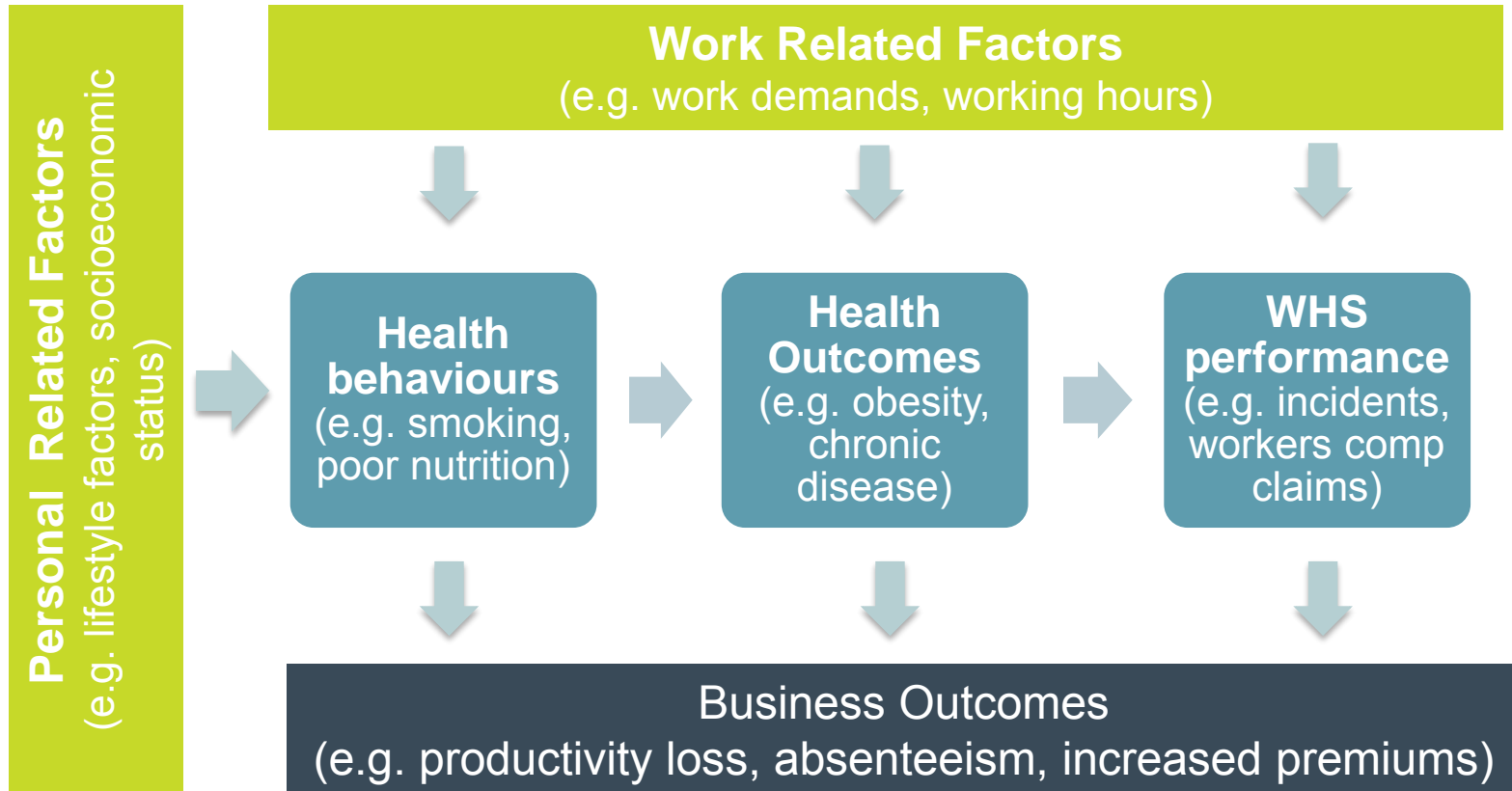






**WHY**  
workplace  
wellness?

# Linking worker health, wellness & safety



Source: References

1. Workplace Health and Safety Queensland (2011) Cost of Workplace Incidents in Queensland: 2009-10 Update, Accessed: <http://www.deir.qld.gov.au>

CSR Engagement  
Workers Compensation  
Absenteeism  
Ageing Workforce  
Employee wellbeing  
EOC Presenteeism  
Risk Minimisation  
Morale OHS  
WLB  
Benefit



# The changing employee landscape

From the 1960s... To 2017....



# Hidden Costs & Impact of Poor Health/Wellness

An iceberg floating in the ocean. The tip of the iceberg, which is above the water line, represents visible or direct costs. The much larger part of the iceberg, which is submerged below the water line, represents hidden or indirect costs. The background is a cloudy sky and a dark sea.

## Direct Costs

Workers Compensation Costs

Short / Long-Term Disability

Injury rates

EAP utilisation

## Indirect Costs

Lost productivity /  
presenteeism

Absenteeism

Employee & Customer  
Dissatisfaction

Turnover

Replacement training

Recruitment costs

Subpar Quality

Temporary staffing

Administrative

Ageing workforce



A close-up photograph of a dandelion seed head. The central part of the head is a textured, yellowish-green sphere. From this center, numerous brown, ribbed seed stalks radiate outwards. At the end of each stalk is a white, feathery seed. Many of these seeds are shown in mid-air, having just been blown away from the head, creating a sense of movement. The background is a soft, out-of-focus green, suggesting a grassy field. The lighting is bright and natural, highlighting the intricate details of the dandelion's structure.

**WHAT** are the signs of a  
'fluffy' wellness program?



# Our guiding framework



# Quick poll - How 'fluffy' is your organisation's approach to employee health and wellness?

- a. Formal wellness strategy is fully implemented
- b. Formal wellness strategy is partially implemented
- c. We're looking to develop a formal strategy in the next 12 months
- d. No current formal strategy and/or adhoc approach

**HOW** to create a wellness strategy which gets results





# 6 step Wellness Blueprint™ framework





# Best-Practice Guidelines

## Workplace Health in Australia

Launched 30<sup>th</sup> November 2009 Revised 29<sup>th</sup> October 2015





Step 1: Explore





Step 2: *Assess*

# Step 3: Design



# Example: Physical Activity

## Integrated wellness management

### Policy

- Flexible working
- Subsidised or discounted facilities, equipment, memberships or events
- Wellness leave

### Environment

- Active transport facilities
- Encourage use of internal stairwells
- Standing workstations or meeting rooms
- Activity-based work design
- Wireless headsets

### Culture

- Walking or standing meetings
- Health or leisure-related social functions
- Role modelling by senior leaders
- Team challenges
- Encourage face-to-face conversation

### Individual

- Lunchtime walking group
- Online health assessments / coaching
- Education & awareness
- Host work events in active places
- Corporate rate with local health & fitness







# Step 4: Engage



# Ensure wellness is a shared responsibility

*“Staff health and wellbeing is not just the responsibility of occupational health departments or wellbeing advisors – it is the responsibility of every single member of staff”.*

Source: NHS (U.K.) Health and Wellbeing Review Interim Report, 2009





wellnesswise™  
LEADERS



wellnesswise™  
PRACTITIONER



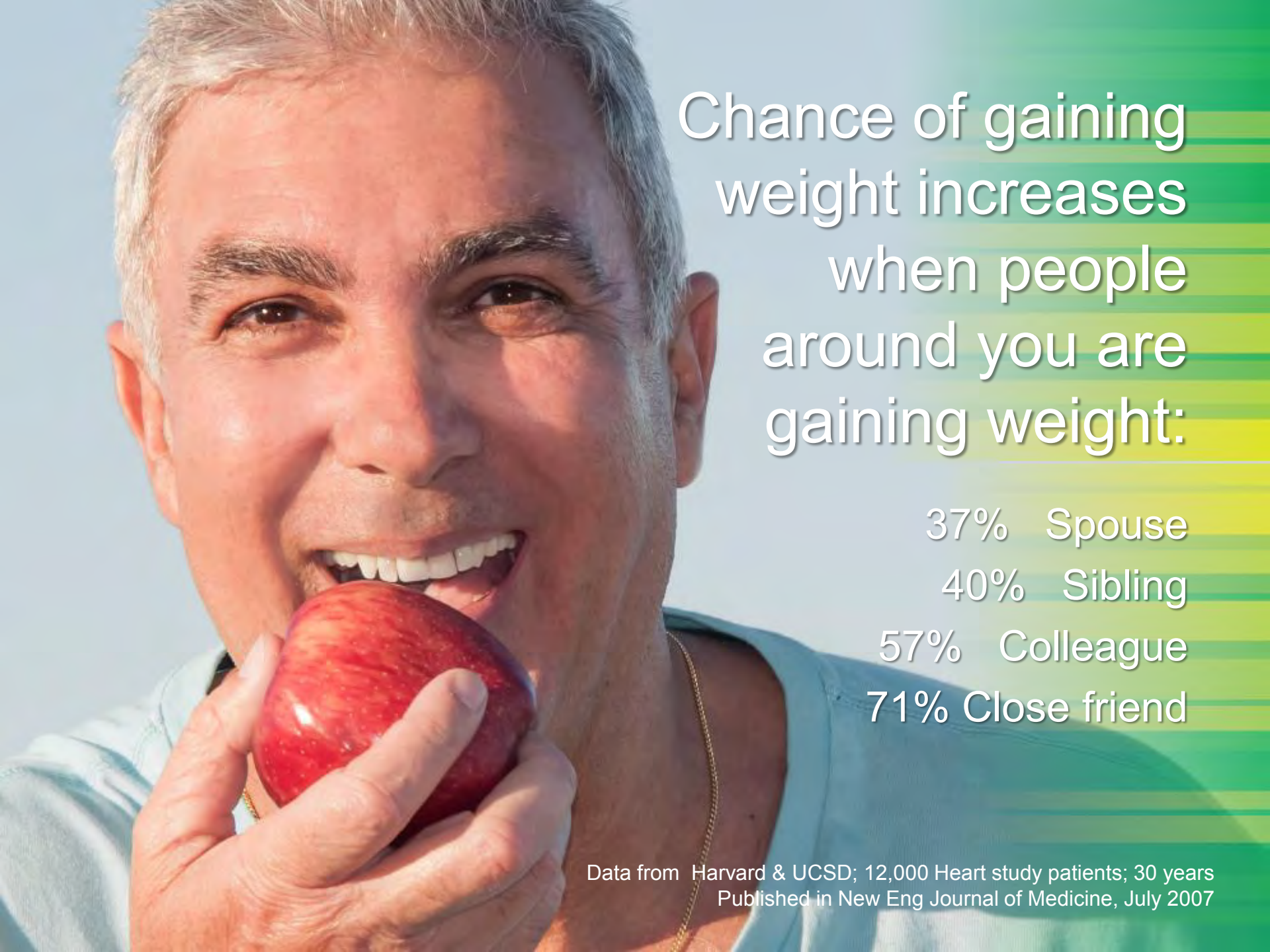
wellnesswise™  
CHAMPIONS



wellnesswise™  
ACADEMY

Empowering people. Energising workplaces.



A close-up photograph of a middle-aged man with short, grey hair, smiling broadly. He is holding a bright red apple in his hands, with his mouth open as if about to take a bite. He is wearing a light blue t-shirt and a thin gold chain necklace. The background is a soft, out-of-focus blue sky. On the right side of the image, there is a vertical gradient bar transitioning from light green at the top to dark green at the bottom.

# Chance of gaining weight increases when people around you are gaining weight:

37% Spouse

40% Sibling

57% Colleague

71% Close friend

Data from Harvard & UCSD; 12,000 Heart study patients; 30 years  
Published in New Eng Journal of Medicine, July 2007



# Our **Top 7 tips** for securing leadership support

Tip #1: What's keeping your leader up at night?

Tip #2: Do your research

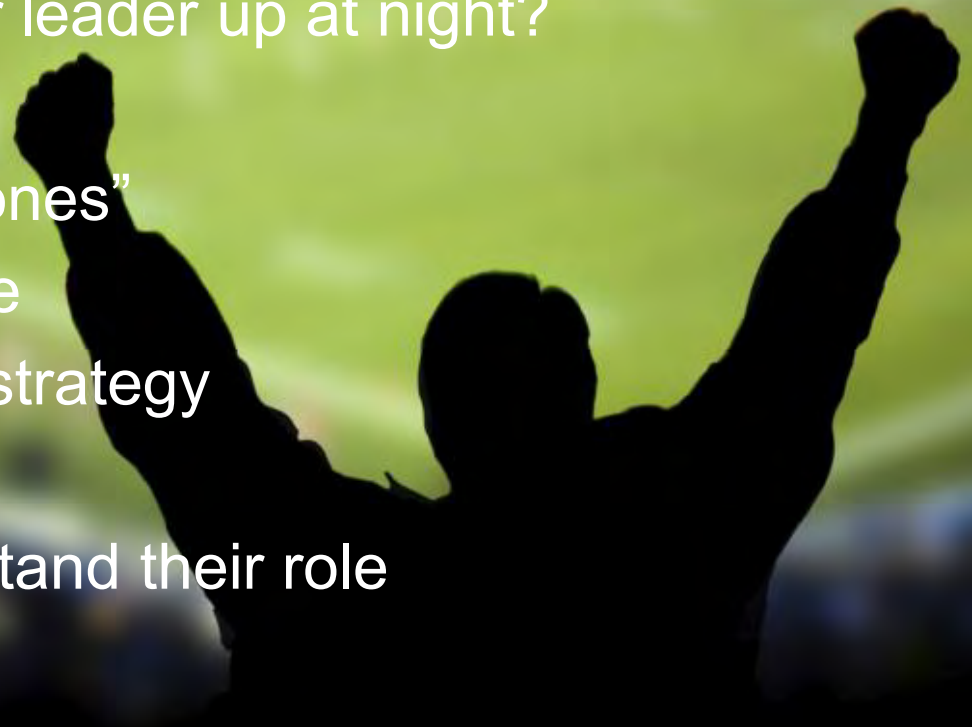
Tip #3: Keep up with "the Jones"

Tip #4: Show them the value

Tip #5: Develop a targeted strategy

Tip #6: Be realistic

Tip #7: Help leaders understand their role







ΥΠΟΥΡΓΕΙΟ ΥΓ  
MINISTRY OF HI



A woman with brown hair tied back, wearing a white button-down shirt, is seated at a desk. She is looking down at an open notebook, holding a pen in her right hand. In her left hand, she holds a white disposable coffee cup with a red smiley face logo. The background is a blurred office setting with a window. The right side of the image has a green and yellow gradient overlay.

Our **Top 10**  
strategies for  
engaging  
employees

# Top 10 strategies for engaging employees

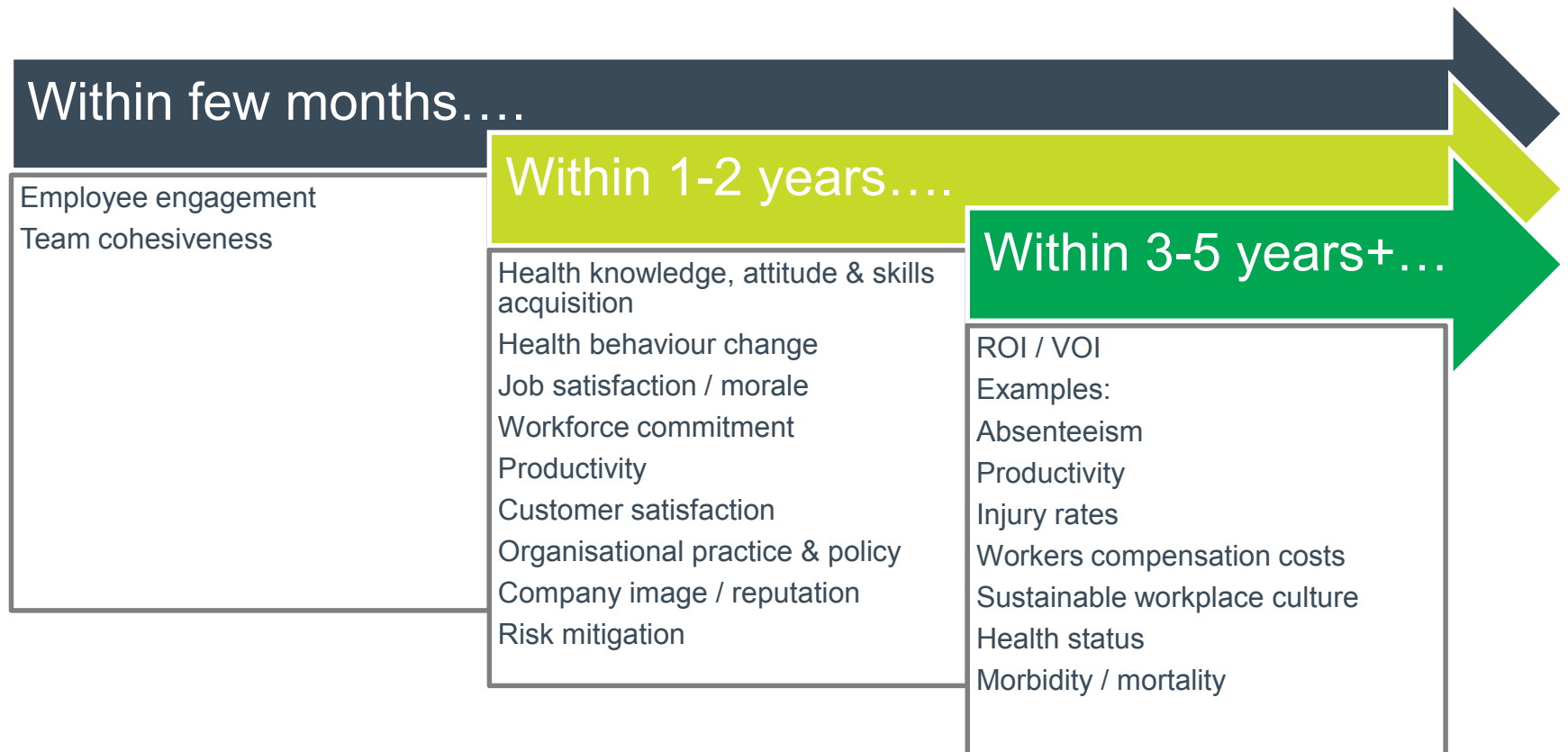
- # 1 – ensure your strategy hits the mark
- # 2 – start with a bang with a formal launch
- # 3 – remember the WIIFM factor
- # 4 – maximise reach
- # 5 – target an employees readiness to change
- # 6 – make it a family/community affair
- # 7 – incentivise participation
- # 8 – eliminate bottlenecks within the organisation
- # 9 – keep it fun (and meaningful)!
- #10 – celebrate success





Step 5: **Monitor**

# Managing expectations



# Step 6: Sustain

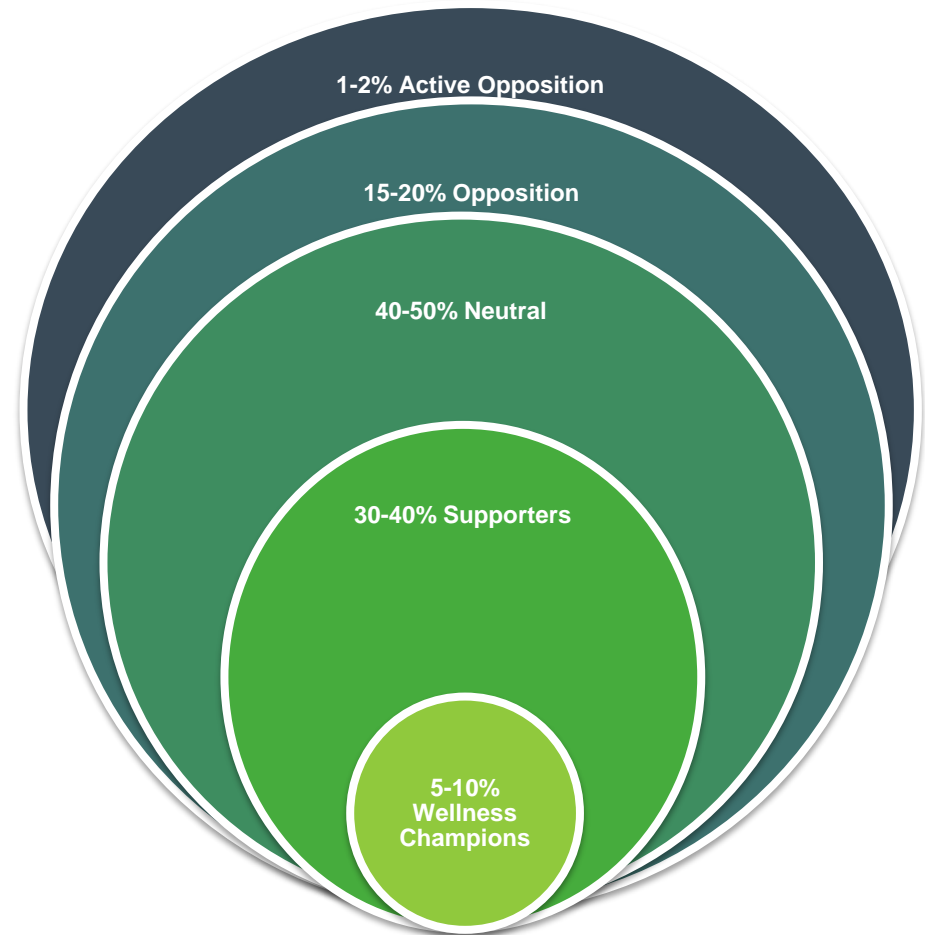




# Building a wellness culture

*“Don’t get pre-occupied with naysayers: let your health culture soften the group. Shifting each individual’s position closer to wellness champion is the goal”.*

Dr Judd Allen (2008), author,  
*Wellness Leadership*



# Best Practice

Tell the boss — I'm just popping out to increase my productivity...



“ When you put the  
right thing  
with the  
smart thing  
it equals the  
wise thing ”







wellness  
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