3 Transformative Strategies for a Culture of Wellbeing.

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Agenda

1. Identify the three most significant trends that are changing the way we approach work and life.

1. Determine the appropriate strategies that will change lives and work cultures.

1. Understand the key actionable tactics that you can implement immediately

Trend No1

Employee Experience is becoming a strategic priority
The Progression of Economic Value

Commodities

Goods

Services

Commodification

Time well spent

Time well saved

Experiences

Health, Well-being and Culture over the decades.

Quality of Work
Traditional Approach
Health & Productivity
Thriving Culture
Employee Experience

Fun-oriented
Before

Activity-oriented
Beginning

Online & Results-oriented
Breakthrough

Engagement
Beyond

Involvement
Arrived

1980

1990

2000

2010

Current
Defining the Employee Experience

**Employee experience | emˈplɔɪˌiːkˈspɪrəns | n.**

That which encapsulates what people encounter, observe, or feel over the course of their employee journey at an organization.

*Companies with a great employee experience outperform the Standard & Poor’s 500 index by 122 percent.*

*Culture, Technology, Environment*

Accenture, 2017

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**Trend №2**

A holistic approach to well-being
People aren’t thriving; they’re barely surviving.

Key Factors in Employee Well-being

Leaders play a big role in organization support for well-being—but other factors matter more. In fact, research indicates that managers are most important.

Adapted: Limeade
Trend No3

Incentives and rewards that appeal to intrinsic motivation and drive

Intrinsic Motivation  >  Extrinsic Motivation
Choice, Autonomy & Connection

Strategies
How to change lives while creating a marketplace advantage

01 Know your business case for the organization
02 Ground the Program in a strategy
03 Stay focused on your core competency

Increase
Recruit / retain the right people
The Real Cost of Employee Turnover

Turnover costs U.S. companies approximately $160 billion per year.

Hiring

Filling an open position takes around 52 days and costs over $4,000—averaging $13 billion across the economy.

Onboarding

Employers invest around six to nine months of an employee’s salary to locate and train a replacement.

Disengagement

When a teammate leaves, fellow employers tend to wonder why and may even consider leaving as well.

Controlling healthcare costs
The Health Business Ecosystem

Questions Fueling Entrepreneurship

1. Who’s the best doctor?
2. How can I see a doctor outside of business hours?
3. How does my insurance really work?
4. What’s a fair price for insurance?
5. What does this condition actually mean?

How to bring the best in your people
“I proposed to my girlfriend on a beautiful horseback ride through Estes Park. Trevor was awesome in helping set up the whole trip. Conga is awesome!

Colton L. • Conga
Redeemed for horseback ride
Prevent costly false-starts and missteps?

“It’s been a tough winter…I’ve had a hard time staying focused on fitness. How do you stay so light and airy?”

“I’ve been participating in our company’s wellness program.”

“Really? I thought that program was a joke.”

“No! The programs are great. Come with me. I’ll show you.”
Unique and compelling culture

Role model actions that drive individual employee engagement & positive social contagion
Optimize current well-being initiatives fixing under-performing programs that are broken
Low engagement
Lack of support
Shame

Tactics
Tactic №1

Connect with your people

Listening Tour
- Conduct Leadership Audit
- Lead Focus Groups
- Feedback loops
- Develop Multi-functional team

Roadshow
- Meet your employees
- Build relationships
- Experiences
- Mid Management Training

Tactic №2

Innovation not Invention

- To enhance, improve something that is already established
  - Risk
  - Design Thinking
  - Collaborative
  - Unique
  - Nudge
  - Influence
  - Tweak
Tactic №3 Influencer, not Implementer

Not every day is going to be great. But if you show employees that the work they're doing matters, for them it will become much more than a job.

Make an impression from day one. Help new employees feel like they're already part of the team with a personal welcome and a clear training path.

Recognize employees who give their best each day. Anniversaries and big accomplishments deserve more than acknowledgement; they warrant celebration.

Show prospective employees the heart of your business. Getting to know your mission, values, culture, and plan for the future will help them see how they’d fit into the bigger picture.

Your best employees stay for a reason. Encourage them to spread the word that your company is a great place to work.

Tactic №4: Make Each Day Matter

- **Decision Day**: Show prospective employees the heart of your business. Getting to know your mission, values, culture, and plan for the future will help them see how they’d fit into the bigger picture.
- **First Day**: Make an impression from day one. Help new employees feel like they’re already part of the team with a personal welcome and a clear training path.
- **Every Day**: Not every day is going to be great. But if you show employees that the work they’re doing matters, for them it will become much more than a job.
- **Achievement Day**: Recognize employees who give their best each day. Anniversaries and big accomplishments deserve more than acknowledgement; they warrant celebration.
- **Referral Day**: Your best employees stay for a reason. Encourage them to spread the word that your company is a great place to work.
A Case Study
- the employee experience
Employee Engagement: A Timeline
Questions

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