

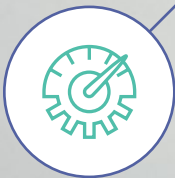
How to: Get business-wide buy-in on your corporate wellbeing strategy



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As a HR leader, it's likely that you've created a comprehensive wellbeing strategy to help your people to realise their own abilities, manage their mental health, cope with day-to-day stresses and maximise their engagement and productivity. However, getting both business leaders and your employees to invest their time, energy and resources into this strategy **can prove challenging - whether you're working face-to-face or remotely.**

So, what can you do about it?
Well, here's what we at Irish Life Health recommend...



Convincing business leaders



Let's start by exploring **how you can convince business leaders** such as your CEO or CFO to invest in your wellbeing strategy...



Tip 1:

Link wellbeing to your bottom line



One of the key concerns shared by your CEO and CFO is your business' bottom line, which tends to take precedent when any decisions are made. So, before asking business leaders to sign off on your wellbeing strategy, first educate them on the link between the mental and physical health of your employees, and absenteeism, presenteeism, burnout, productivity, engagement, attraction and retention. For some key statistics on the relationship between wellbeing and business success, [check out our recent infographic.](#)

**Michelle Dolan,
Senior Wellness Client Manager**

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The goal is to keep people at work - if you implement a wellbeing strategy that is proactive, rather than reactive, this can have a positive impact on productivity, attendance, turnover and much more.

Ensure your strategy is insight-driven

Once you've convinced business leaders that employee wellbeing is a priority, **it's easy to think that all you need to do next is introduce a holistic wellbeing programme.**

However, every business culture is different, and you cannot tackle the specific challenges suffered by your people if you do not truly understand them.



One simple way to develop these insights is to survey employees anonymously to discover what they need the most support with, and how they think and feel about your existing wellbeing strategy. **You can then use these insights to show business leaders where you currently are, where you need to be, and how you can get there.**

Set meaningful KPIs and share your progress

Getting buy-in on your wellbeing strategy is one thing, but maintaining the interest of your business leaders is quite another. So, how can you do this?

Well, you'll need to prove that your wellbeing strategy is changing the dial of employee behaviours, and this means investing in solutions that will enable you to continuously measure your success. You'll also need to set meaningful key performance indicators that align with the overarching goals of your business, such as minimising absenteeism or increasing productivity.

**Stacey Machesney,
Head of Health & Wellbeing,
Irish Life Health**

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Measurement is going to be extremely important when you're thinking about designing a wellbeing programme. Ask yourself "How are we measuring our success?"

Convincing your people

Now, let's take a look at **how you can convince your people** to adopt your wellbeing programmes...



Tip 1:

Maximise employee motivation

Our research has revealed that 'lack of motivation' is one of the major barriers to employees' participation in wellbeing programmes.¹

So, how can you motivate your people to engage in your initiatives? Well, tailored education is key. Every member of your workforce must understand why their personal wellbeing is so important - and this means scheduling regular catchups to talk to your employees about their unique challenges and goals, and then showing them how your wellbeing programmes will empower them to succeed.



Make sure employees have time



Our research also found that 'lack of time' was another major barrier to wellbeing engagement, and this was only compounded by the fact that working from home has extended the working day for many employees.² So, how can you give your people more time to focus on their wellbeing? Well, the feedback we received from employees suggested that employers could help by offering protected time and access to wellbeing services during workhours. Beyond this, business leaders should model the behaviour they want to encourage - and this means prioritising their own time for wellbeing, whilst maintaining a good work-life balance.

Shane O'Brien
what Hewlett Packard Enterprise



Every second Friday of the month we have what is called 'wellness Friday' where we all finish at 2pm and are encouraged to spend the remainder of the day on something that we enjoy - or just use the time for ourselves.

Tip 3:

Implement targeted programmes

Whilst one-off wellbeing talks or classes can be beneficial, our research revealed that **employees prefer themed wellbeing programs that deliver targeted outcomes over a number of weeks or months.**³



These types of initiatives help people to make focused and sustainable changes in their lives, and experience tangible results. So, when creating your wellbeing strategy, **opt for long-form programmes that target the key challenges and goals identified from your research, and offer actionable solutions.**

Your partner in health & wellbeing

At Irish Life Health, we are more than just a health insurance provider. We are your partners in employee health and wellbeing. Our WorkLife Wellbeing Consultants will work with you to understand the needs of your organisation, set objectives for your wellbeing strategy, and develop bespoke solutions that will help your people to live healthier and more fulfilling lives.

You can have confidence knowing that your wellbeing programme is rooted in insights on your organisation and its people and is overseen by our Scientific Advisory Council.

Discover how we can help you to keep on doing what you do best - supporting your people to live healthier and more fulfilling lives.

Call us today on

01-5625248

or

Visit our website

to find out more.



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Sources:

¹Irish Life Group Employee Research 2020

²Irish Life Group Employee Research 2020

³Irish Life Group Employee Research 2020



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