



MAKING THE CASE:
**4 REASONS
TO SUPPORT
EMPLOYEE
WELL-BEING**



Wondering if investing in your employees' well-being's worth it for you? Read on for three reasons you should support all aspects of their health, and why it's critical to your company's success.

INTRODUCTION

Life today is non-stop, and all too often, employees end the day feeling overwhelmed and exhausted.

To keep up with demands at work and in life, they're letting their well-being fall through the cracks, and it's taking a huge toll. Sleep deprivation is an epidemic, physical activity is at an all time low, and the number of health issues tied to obesity, stress, depression and chronic disease has skyrocketed.

The short story here? People are scrambling to juggle it all, and their well-being – right along with their engagement and productivity at work – is paying the price.

More than ever, leaders are rolling out programs that support all aspects of employees' well-being, rather than their physical health alone. And with good reason, too. These types of programs serve up tangible benefits, boosting employees' engagement and productivity – right along with their contributions.

You'll learn:

- Why you should focus on **“well-being”** over **“wellness”**
- The tie between well-being and **engagement**
- How making well-being a priority drives **productivity**

A black and white photograph of a person hiking through a forest. The person is wearing a light-colored long-sleeved shirt and dark pants, and is carrying a backpack. They are walking on a path, and the background is filled with trees and foliage. A large red circle is overlaid on the right side of the image, containing the number 1 and the text "WELL-BEING" COVERS IT ALL. A smaller red circle with a dotted border is overlaid on the bottom left, containing a quote and the name of Kim McCracken.

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“WELL-BEING” COVERS IT ALL

“Every company wants to do more work with less people. If you’re going to do that, you’ve got to provide them with options to stay healthy. When you encourage employees to exercise and eat healthy, you’re going to have more productivity in the workplace.”

Kim McCracken
VP, Senior Benefits Administration
BBVA Compass

While they may seem similar on the surface, there's a big difference between employee wellness programs and employee well-being programs.

Both types of programs aim to improve an employees' health status, sure, but wellness typically supports physical health alone. It's often a cookie-cutter approach that relies on assessments and biometric screenings to determine who's sick or at risk, but then offers little support in helping people actually change or improve their behaviors.

Well-being, on the other hand, takes a more holistic look at health and supports employees' physical, emotional, social, and financial well-being – and more. These programs are for everyone, and they help people understand their health today and support them in making healthy, sustainable behavior changes over the long term, too.

Investing in
programs that
encompass a
**holistic approach to
well-being engages
everyone** – no
matter where they
are on their journey
to good health – and
boosts employees'
healthy habits
across the board.



2

**WELL-BEING
FUELS
ENGAGEMENT**

It's no secret that disengagement hits companies hard. Businesses with low engagement rates see annual losses of up to \$550 billion.¹ Paired alongside the \$11 billion² price tag tied to employee turnover, that's quite the hefty bill.

On the other hand, highly engaged employees set up their companies for success, boasting higher profitability and productivity, and less turnover, absenteeism, safety and quality incidents, and more.

Disengagement's not just plaguing American workforces, either. Worldwide, 87 percent³ of employees are disengaged, and in a 2014 Conference Board report, 1,000 global executives cited human capital as their top challenge.

Stemming the flow of disengaged employees is critical for companies. But with a myriad of reasons driving low engagement, it's not always the easiest issue to address – let alone correct. Enter employee well-being.

Supporting employee well-being with robust tools, resources and programs that take a holistic approach to health **helps your people take care of themselves and feel on top of life, so they can come to work ready to engage and thrive.**

The perks of engaged employees

65%

decreased safety and quality incidents

37%

decreased absenteeism

25%

decreased turnover

21%

increased productivity

21%

increased productivity

SOURCES: Gallup

A grayscale background image showing a person's hand clicking a computer mouse. A large, white, circular graphic with a dotted teal border is overlaid on the right side of the image.

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**IMPROVE WELL-BEING.
IMPROVE
PRODUCTIVITY.**

Let's say you've got a workforce chock-full of employees whose health habits could use some improvement. Maybe they haven't seen a fruit or vegetable in decades, and the only time they run is if they're being chased. Maybe they're taking care of a sick family member, or their finances are slacking, or their plates are piled so high with priorities they have trouble sleeping at night.

Think a workforce like that's checking all of life's pressure at the door and focusing on work-related tasks for their entire shift straight? Yeah, we don't either.

That's where well-being comes in. When your people maintain healthy habits, it positively impacts their focus and productivity, helps them get anxiety under control, and makes it easier to complete their priorities.

Offering benefits that support all aspects of employees' lives helps them make healthy habits a priority and manage stress, **giving them the energy and cognition to stay focused and tackle even the most challenging tasks.**

The perks of engaged employees

70%

health habits' impact on employees' focus, as indicated by survey respondents

SOURCE: Virgin Pulse

70%

anxiety reduction witnessed among study participants trained in meditation

SOURCE: The Nurse Practitioner

23%

productivity increase from mid-day exercise

SOURCE: International Journal of Workplace Health Management

20^{min}

the amount of time needed on a treadmill **to reduce anxiety**

SOURCE: Behavior Research and Therapy

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EMPLOYEES ARE ASKING FOR IT

"People who hear about the well-being program we have here want to come work with us. The employees we have want to stay as a result."

Kim Kurtz
Benefits Manager
Finish Line

The perks of engaged employees

If increased engagement and productivity aren't reason enough, consider this: Your employees want programs supporting their well-being, and it could be the difference between them sticking around or leaving your organization

When it comes to healthy habits, many people just don't know where to start – or may not even realize that what they're doing has an impact on their health. The silver lining here is that you're perfectly poised to support your people, and they'd welcome that help.

In fact, 56 percent⁴ of employees say well-being programs make them feel more valued by their employers, and over 80 percent⁵ said they'd be interested if their employer offered free tools, resources, or programs to help them manage stress, productivity, and other aspects of their well-being.

These types of programs also play a role in recruitment and retention. Eighty-eight percent⁶ of employees say access to health and well-being programs is an important factor when selecting an employer of choice, and 45 percent⁷ say an employer-sponsored wellness program would encourage them to stay in their current role.

Investing in your workforce with employee well-being programs and education **helps fulfill their needs, gives you a leg up on recruitment, and supports your company's success.**

88%

employees say access to health and well-being programs is an important factor when **selecting an employer**

SOURCE: Virgin Pulse

80%

employees interested in **free tools, resources, or programs** from their employer to help manage well-being

SOURCE: Virgin Pulse

56%

employees say well-being programs make them feel **more valued by their employer**

SOURCE: Virgin Pulse

45%

employees say an employer-sponsored wellness program would encourage them to **stay in their current role**

SOURCE: Principal Financial Group

Bring your employee wellness approach beyond physical health and support all areas of well-being. You'll drive employee engagement, productivity, loyalty, and retention – all while helping your people feel their best so they're able to bring their best to work.

Virgin Pulse, part of Sir Richard Branson's famed Virgin Group, helps employers create a workforce with the energy, focus, and drive necessary to fully engage at work and in life. With its award-winning, online platform, the company fosters healthy daily habits and sustainable behavior change that help employees thrive at work and across all aspects of life. Unlike narrowly-focused employee health and engagement solutions, Virgin Pulse is a hub of consumer-focused strategies and innovative tools that set the foundation for a company's engagement efforts. More than 250 industry leaders representing 1.5M+ employees have selected Virgin Pulse's programs to reinvigorate their workplace.

Learn more at www.virginpulse.com.

Sources:

¹Gallup. "State of the American Workplace." 2013.

²Dale Carnegie Training. "What Drives Employee Engagement and Why it Matters." 2012.

³Gallup. "State of the Global Workplace" 2014.

⁴Virgin Pulse. "The Business of Healthy Employees." 2014

⁵Virgin Pulse. "'Tis the Season for Stress: The Holidays' Impact on Employees' Health & Happiness (& What it Means for Employers)." 2014

⁶Virgin Pulse. "The Business of Healthy Employees." 2014

⁷Principal Financial Group. "Principal Financial Well-Being Index: American Workers." 2013