

A photograph of two men in a factory setting. The man on the left is wearing a yellow hard hat and a dark blue t-shirt, smiling broadly. The man on the right is wearing a blue hard hat and a light blue button-down shirt, looking towards the first man. They appear to be in a celebratory mood, with their hands clasped together. The background shows industrial machinery and structures.

# Unraveling the Mystery Behind **Employee Wellbeing** **Initiative Failures and Strategies** for **Triumph**



Employee  
Wellbeing Initiative  
**Failures and  
Strategies for  
Triumph**

In sincere efforts to protect their most valuable asset, an increasing number of organizations are adopting wellbeing programs aimed at fostering a healthy, safe, and resilient workforce performing at its best. While these programs often yield significant benefits, they sometimes fail to meet expectations, prompting leaders to question the causes of these shortcomings. DEKRA experts have created this White Paper to raise awareness of the typical obstacles undermining wellbeing programs and to offer practical solutions for addressing these issues.

## Key Findings:

- ▶ Workplace wellbeing programs are designed to enhance employees' physical, mental and emotional health, contributing to a more robust, safe and efficient workforce.
- ▶ Identifying and addressing the reasons why wellbeing initiatives fall short is crucial for unlocking their full potential and effectiveness.
- ▶ Effectively implemented, wellbeing initiatives can significantly elevate employee engagement, reduce injury and failure rates, amplify productivity, improve retention, diminish absenteeism and lower healthcare expenses borne by the organization.



## The Goals of Employee Wellbeing Programs

Employee wellbeing programs aim to create positive, beneficial work environments providing sufficient resources and solid support, promoting healthy habits and behaviors and fostering a corporate culture of respect and recognition able to sustain a strong, engaged and productive workforce. Although commendable that increasingly more companies recognize the importance of workplace wellbeing, many business leaders question the effectiveness of such initiatives and wonder what they can do to make sure their efforts bring meaningful results.



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# Championing Challenges to Your Wellbeing Program

Programs developed to tackle workplace wellbeing vary tremendously and can be negatively impacted by several factors of which many can be handled with a bit of foresight and a proactive strategy.

## 1. Unrealistic Expectations

Enthusiastic business leaders looking to take advantage of the benefits a well-rounded wellbeing program can bring often anticipate instant results. Like building muscle, however, influencing changes in behavior, emotions and mental health also takes time.

**Action:** Set reasonable expectations to justifiable timeframes.

## 2. One-Size-Fits-All Approach

Generic solutions may be easy to implement, but wellbeing is subjective and individual. What works for some, may not be productive for others – and if those that it doesn't work for are the ones struggling most, workplace wellbeing could stall or worsen.

**Action:** Talk to or survey your staff to find out where they are and what they need so you can implement a flexible wellbeing program tailored to your unique requirements.

## 3. Lack of Comprehensive Approach

In efforts to address employee wellbeing, some organizations might consider workplace wellbeing to be a stand-alone issue causing them

to implement a program limited to improving one aspect of workplace life. To avoid your program becoming a fad or simply fading out over time, integrate your wellbeing goals with your business objectives and corporate strategies for an effective holistic approach.

**Action:** Consider the bigger picture, evaluating wellbeing-related key performance indicators and the role workplace wellbeing plays or should play in your company.

## 4. Treating the Symptoms but Not the Cause

Manifestations of an underlying cause, symptoms may provide clues that something is wrong but a diagnosis demands more thorough examination. Organizations must understand the source of a problem so as not treat a gaping wound with a band-aid.

**Action:** Talk to or survey your people focusing on digging deeper to get to root causes by asking what and why

## 5. Inadequate Communication and Insufficient Resources

Programs may go unused if employees are unaware of what is available to them and how to gain access to take part in any wellbeing exercises. Together with poor communication, underfunding and the lack of personnel or materials ultimately undermine your efforts to provide the support your employees need to succeed.

**Action:** Make sure you understand and are able to fulfill your full commitment upfront and clearly and enthusiastically present the program to all employees using multiple promotional media options.

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## Employee Wellbeing Initiative Failures and Strategies for Triumph

### 6. Insufficient Leadership Buy-in and Low Employee Participation

While most executives believe the organization to be supportive of wellbeing initiatives, fewer employees actually think the company is interested in their personal wellbeing. By publicly supporting and participating in programs themselves, management can positively impact employee behavior and raise interest in taking part.

**Action:** Make sure the program is well funded and openly promoted to show your unwavering commitment to transforming your corporate culture to one of trust, understanding and wellbeing.

### 7. Inadequate Training

Often charged with selecting, implementing and evaluating a wellbeing program, managers and human resources professionals may not have the necessary skills to identify issues or effectively support employees. Those responsible for the health and wellbeing of an entire workforce, must be qualified to handle the challenges at hand.

**Action:** Designate diligent and engaging program managers to complete in-depth instruction for developing, implementing and evaluating workplace wellbeing initiatives as well as training in how to encourage and keep employees motivated.

### 8. Lack of Follow-up and Accurate Evaluation

Skipping regular reviews and ongoing assessment of results leads to you not really understanding what is going on and how to react to any issues based on feedback and outcomes drastically impacts the effectiveness of your program and discounts the documented experience of your employees.

**Action:** Take the time to examine whether content needs to be adjusted or updated and talk to your people to see if they find something unnecessary or need something different so you keep your program relevant and results-oriented.

### 9. Stigma, Privacy Concerns and External Stressors

Shame surrounding behavioral, mental or emotional issues can discourage some from participating in available programs while others worry about disclosing personal information might jeopardize their job. Still, while internal programs can provide help to those who want it, exterior circumstances such as economic instability, personal life challenges, pandemics or global events can impact employee mental health beyond company control.

**Action:** Let your employees know that you take their privacy seriously and follow the highest confidentiality standards to protect their personal data and individual anonymity.



## Setting Your Wellbeing Program up for Success

Understanding how you can confidently implement the wellbeing program best suited for the needs of your employees and the goals of your company is key to getting a real return on your workplace wellbeing investment. Taking the time to create a culture that values mental health and general wellbeing while listening to employees and adapting a program based on their needs and preferences can significantly impact the success or failure of your program. Your workforce is your most valuable asset. Listening to them can provide you the insight you need to build, maintain and grow a company of healthy people ready to give it their all for a happier, more prosperous business future. There are lots of things to consider, but doing your due diligence upfront can help you sidestep the pitfalls and discover the potentials of adapting a holistic, reliable and effective wellbeing program.

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## DEKRA Wellbeing Solution Program

Focused on unique company goals and individual employee needs, our DEKRA Employee Wellbeing Program empowers forward-thinking organizations to prioritize employee wellbeing as the cornerstone of a safer, more productive, and attractive workplace. Based on our in-depth understanding of the challenges to developing, implementing, evaluating and maintaining measures to promote and sustain a healthy workforce, our DEKRA Wellbeing Program has been devised to purposefully assist your efforts to:

- ▶ Protect employee health and wellbeing
- ▶ Create a culture of care and wellbeing values throughout your business
- ▶ Raise productivity and increase resiliency
- ▶ Save time and resources
- ▶ Increase employee loyalty
- ▶ Maximize workplace safety
- ▶ Provide sustainable support for optimal results
- ▶ Strengthen your brand and respected reputation

By following the four steps of our comprehensive program tailored to the needs of your company, you will unlock the potential of your wellbeing program:

- ▶ **Assessment**  
Preliminary evaluation using surveys, data analysis, focus groups, interviews and observations to determine the current state of wellbeing in your corporate culture.
- ▶ **Leadership Motivation & Education**  
Training and one-on-one coaching designed to motivate leaders, managers and team supervisors to increase sensibilities and accept wellbeing responsibility.

- ▶ **Workforce Motivation & Education**

Targeted training and day-to-day support encouraging workers to pay attention to personal wellbeing and understand its effects on their behavior and decision-making.

- ▶ **Remeasure & Re-evaluation**

Post training reassessment comparing the before and after wellbeing of your most valuable asset – your workforce -making adjustments where necessary.

## Laying the Foundation for Lasting Wellbeing

Investing in a continuous, results-oriented workplace wellbeing program focused on your valued employees and distinctive company goals provides a solid basis on which to build a reliable, resilient workforce able to operate at peak performance when you need them most. DEKRA experts are at your side to guide you through the entire process of creating a culture in which wellbeing is not just a program, but a strategic advantage that leads your organization toward sustainable success.

**Contact us now to realize the full potential of your employee wellbeing initiative!**

**Contact Us!**

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A photograph of two industrial workers in green safety suits and white hard hats, standing in a factory setting with large metal pipes. The image is partially obscured by a dark green diagonal overlay.

# DEKRA

## Health, Safety & Environment (HSE)

Our services aim to help organizations optimize workplace health & safety, protect the environment and foster a culture of care. With our broad ranking expertise from consulting through state-of-the-art training & education solutions, supported by digital tools and innovative software applications, we actively change the behaviors and decision-making processes that have the biggest impact on major accident prevention.

[www.dekra.com](http://www.dekra.com)

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