

The background image shows two female workers in a warehouse setting. They are both wearing safety gear: hard hats and high-visibility vests. The worker on the left is wearing a white hard hat and a yellow high-visibility vest over a blue shirt. The worker on the right is wearing a yellow hard hat and an orange high-visibility vest over a blue shirt. They are both smiling and looking at a tablet computer held by the worker on the left. The worker on the right is also holding a smartphone. The background is filled with stacks of cardboard boxes, creating a sense of a busy industrial environment. A large green graphic element is on the left side of the image, containing the title text.

# Unlocking Employee Engagement: Keys to a Successful Wellbeing Program



## Keys to a Successful **Wellbeing Program**

▶ The backbone of every business, employees do the heavy lifting needed to keep the company operating at peak performance. Wellbeing programs strategically designed to help employees maintain or improve physical and mental health, reduce stress and enhance performance and productivity can play a pivotal role in lightening this load. The effectiveness of any wellbeing program, however, relies on the committed efforts of the employees themselves. Convincing employees of the value and benefits that participation in such a program can offer may pose a challenge. In this paper, DEKRA experts provide insights into measures that can be taken to encourage employee involvement necessary to support a successful wellbeing program.

### **Key Facts:**

- ▶ Employee participation and motivation directly impacts program success.
- ▶ It takes more than promotion and rewards to inspire employees.
- ▶ Different motivators are needed before, during and after the wellbeing program.
- ▶ Wellbeing consists of continuous good mental, emotional and physical health.



## Understanding Employee Expectations

While team leaders primarily aim to introduce wellbeing programs to boost productivity, enhance their company's image, or reduce costs associated with absenteeism, employees have different expectations for such a program.

Employees facing issues like poor or irregular sleep, stress, or work-related burnout may struggle with uninterrupted focus, effective communication, and situational awareness, potentially leading to more injuries and absences. A wellbeing program should be capable of addressing these individual challenges and supporting employees on their journey toward improved mental health and a sustainable work-life balance. This should take into account the diverse goals, interests, schedules, and commitments of the staff.

With so many moving parts affecting the efficacy of a wellbeing program, it is essential to develop and maintain a strategic game plan meeting the expectations of diverse individuals while considering the team dynamic. Here are some practical methods proven effective in the planning, duration and post-support phases of a flourishing program purposefully designed to improve and protect employee wellbeing.

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## Setting Employees Up for Success

Before the start of any wellbeing program, a framework of tailored offerings relevant to the particular needs and unique interests within the workforce must be in place. To ensure an effective and results-oriented wellbeing program, planners can:



### Engage Employees in Planning

No matter how engaging the speaker or intriguing the subject, if employees are not interested, they won't be motivated to take part and might even be discouraged. Make their voices heard by conducting surveys aimed at rating a list of wellness topics and encourage employees to make suggestions on what they would like to see covered.

### Help Employees Understand the Program

Clearly communicate how the program works, explain the benefits of participating and illustrate how the program aligns with the values and goals of the company. Use methods such as email, newsletters, meetings, posters, text messages and internal platforms to simply clarify what the program is supposed to do and how employees can maximize its potential by sharing success stories and other relevant information.

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## Keys to a Successful Wellbeing Program



### Customize the Wellbeing Program

Due to individual goals, challenges, motivators and learning styles, one-size-fits-all is a losing wellbeing program strategy. Meet the diverse needs and preferences of the workforce by offering a plethora of options from physical fitness to mental health support, allowing employees to choose measures that resonate with them to support a winning ground game.

### Ensure Leadership Support

Knowing leadership is committed to the wellbeing program motivates employees to follow suit. Make sure company leaders and managers are on board and ready to actively endorse and openly participate in wellbeing initiatives to encourage others to share in the wellbeing experience for a happier, healthier, more productive future in the workplace.

Taking all of these factors into account during planning can help make any wellbeing program a success. Putting in the extra time and effort up front can increase the capability to motivate employees and build an effective wellbeing program yielding a significant return on investment.



## Helping Employees Get the Most Out of a Wellbeing Program

Good, strategic and organized support from start to finish is key to getting and keeping employees motivated throughout the wellbeing program. To help ensure motivated and results-oriented participation as well as successful completion of the program, coordinators should:

### Make it Accessible

If an employee is unable to participate in a program that interests them due to time constraints or physical limitations, motivation for overall attendance will likely decrease. Ensure that employees have easy access to resources and support related to wellbeing. This may include providing gym facilities, mental health services, Employee Assistance Programs (EAPs), and wellness apps.

### Encourage Peer Support and Social Connections

Tackling a wellbeing program as part of a group can provide a sense of belonging and the social support that enable many to stick with the program better than they would on their own. Encouraging employees to tap into motivating and being supported by their peers is a good way to help employees stay engaged and accountable.



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### Provide Meaningful Education and Training Modules

Workshops, webinars and training sessions can be used to introduce employees to the importance of mental, emotional and physical wellbeing. A well-rounded program can empower employees with practical tools and skills so they are able to take action and improve their overall health while enhancing work performance and personal growth.

### Maintain Leadership Support and Sustain Clear Communication

Underscoring leadership advocacy and participation as well as being in continuous contact with employees throughout the entire duration of the wellbeing program is key to helping them reach the finish line. Remind managers to pay close attention, address concerns and answer questions in a clear, concise and conducive manner.

### Strategically Distribute Rewards and Give Recognition

Whether it's achieving fitness goals, completing mental health workshops or adopting healthier lifestyle choices, it is important to acknowledge these accomplishments and offer genuine praise. This not only nurtures a sense of personal pride but also serves as a wellspring of inspiration for others. These small rewards keep employees motivated throughout the program while they continue to strive to reach the next milestone.

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## Following Through with **Effective Supplemental Support**

After completing a wellbeing program, employees may require or want additional resources to support them in their maintenance of long-term wellbeing. Post-program options customized to workers needs and preferences should aim to:

### Renew Leadership Support and Keep Lines of Communication Open

Involvement of managers and staying in touch with employees does not end with program completion. Leadership must continue to engage with employees to answer questions, provide support or notice issues of concern. Wellbeing must be consistently nurtured with clear contact to promote a culture of personal growth and good overall health.

### Ensure Continual Access to Resources and Support

Efforts to protect mental, emotional and physical health even after the conclusion of the wellbeing program can provide ongoing support. Ensuring easy access to resources such as gym facilities, mental health services, wellness apps and employee assistance programs can be beneficial to helping employees maintain their general wellbeing.



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### Gather Valuable Feedback and Evaluate Impact

Surveys and focus groups gathering regular employee feedback reflecting their wellbeing needs and preferences provide valuable insights upon which actual program impact and effectiveness can be evaluated and improvements can be made. Adjustments based on real outcomes ensure wellbeing programs remain relevant and results-oriented.

### Promote Work-Life Balance and Encourage Self-Care

Just as a balanced diet is key to maintaining good nutrition and health, a balanced life is essential for overall mental and physical wellbeing. Adapting flexible arrangements and reasonable working hours while promoting self-care practices of setting boundaries, managing stress and prioritizing sleep can help staff maintain a healthy work/life blend.

Implementing these strategies and creating a culture that values and supports employee wellbeing can help motivate the workforce to take more care in efforts to ensure their own mental, emotional and physical health. Highlighting successes while continuing to provide open communication and ongoing support can lead to the increased employee engagement in and enhanced impact of wellbeing programs needed to make a difference.



## Keys to a Successful Wellbeing Program



## DEKRA Employee Wellbeing Program

Focused on individual employee needs and unique company goals, the DEKRA Employee Wellbeing Program implements initiatives designed to produce results supporting your corporate mental health culture. Having analyzed the challenges to developing, implementing, evaluating and maintaining measures to promote and sustain a healthy workforce, we provide a flexible, modular program tailored to fit your company that is geared toward sustainable success and ongoing optimization of wellbeing in your workplace. Our DEKRA Wellbeing Solution has been devised to purposefully support efforts to:

- ▶ Protect the health and wellbeing of the entire workforce
- ▶ 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

Committed DEKRA consultants recognize the importance employee participation and success plays in the effectiveness of any wellbeing program. We provide meaningful education and training designed to motivate employees and enable them to accept responsibility and take action for their own mental health and general wellbeing.

**Keep employees motivated from start to finish for ultimate, long-lasting wellbeing!**

**Contact Us!**

A photograph of two workers in green safety suits and white hard hats, standing in an industrial 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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