



**The Business Case for Wellness:  
Detailing the Values that Corporate  
Wellness Programmes can Deliver**

A PUSH Mind and Body Whitepaper

## Overview

The world of work is a different and constantly changing place - people are on the go all the time; invariably operating with an 'always-on' mentality. Living with prehistoric brains in a 21st Century world simply doesn't work: treating ourselves like the computers that we use, we never review our energy levels and, as a consequence, we end up exhausted, disengaged and, ultimately, burnt-out.

One of the most important things that we can do to ensure organisational success is to look after our teams and how they operate. In fact, PUSH's vision is that every team they work with will share the same kind of passion, unity and goal-focus as that of a sports team!

Maybe your company is going through a radical transformation agenda? Then your staff will need emotional and physical support. People facing redundancy, return to work parents or units facing departmental change will all feel the impact on their day to day life. Or, maybe your team are simply exhausted from constant deadlines, the need to hit their next quarter's targets or lacking the collaboration or inspiration needed to go that final extra mile in winning the pitch.

Whatever their situation, all teams need help and support if they are to keep functioning at their best every single day. The benefits of creating a strong culture of wellness are well known and documented - healthy employees drive productivity, create the very best ideas and build the healthiest business. But how can we go about influencing senior leaders to invest in these changes?

HR directors are already convinced that wellbeing is a critical factor in organisational success. They know that staff who are happier and focused, believe in their capabilities and, as a result, become more confident and productive. But, perhaps their organisations are resistant to change and they need advice to help them achieve a shift in mindset that is more receptive to a pitch on the benefits of investing in wellness.

This Whitepaper will present the business case for investing in wellbeing; including the ability to attract and retain top talent and the power in sharing stories of how wellness has helped influencers survive in the corporate world.

We will detail what a more effective workforce looks like after wellbeing has been introduced into company culture and how wellness can save time and money for both employer and employee, with a decreased investment in recruitment and all the logistics involved in delivering it.

Finally, this Whitepaper goes a little bit further than the benefits of wellbeing and testimonials: it offers a toolkit for influencing and persuading budget holders to open the purse strings.

## What is the return on investment of a wellness programme?

Do you need to communicate the business case for investing in employee wellbeing? Here are 10 reasons why we should all be implementing these programmes with individuals, teams and organisations to create a culture of sustainable high performance:

- ✓ **Reduced burnout**
  - ✓ **Improved stress management**
  - ✓ **Greater resilience amongst your workforce**
  - ✓ **Less staff sickness**
  - ✓ **Decreased spend on staff cover and turnover**
  - ✓ **Increased retention**
  - ✓ **A higher quality of work**
  - ✓ **Loyal employees who are committed to the company**
  - ✓ **More effective workforce**
  - ✓ **Healthier staff lead to healthier bottom lines**
- If your leadership team need to see more tangible benefits, try these for size. They are all realistic targets that wellness programmes are achieving in complex organisations going through rapid transformation:
- **Individuals' capacity goes up by 30%**
  - **Engagement increases by 8%**
  - **Productivity rises 75%**
  - **Annual loss of high potential employees is reduced by 20%**
  - **Decrease in attrition rate by 30%**
- We suppose, the immediate question that you would have when you read these stats is why or, indeed, how? Well, PUSH is founded on four core beliefs:
- **Happy, healthy people make great business**
  - **Resilient teams manage change better**
  - **You don't create culture. You empower your team to**
  - **We can improve how we live and work through self-awareness**

**Put simply, if we understand ourselves and each other better then we can improve how we work - individually and together.**

Every PUSH programme is based on energy and engagement: we believe that if we can build the team's energy, overall happiness and motivation at work then they will deliver at their best.

In fact, the intention for every PUSH programme is that we will help each individual become the very best versions of themselves and, consequently, they will deliver at their very best whilst they are at work.

If teams are energised, freed and inspired to bring the best of themselves each day, productivity and output will naturally increase for the whole company. It really is quite simple.

One of our clients is a sales consultancy who were in the process of merging with another sales consultancy. A large restructure was inevitable and the team were stressed, exhausted and scared to put their heads 'above the parapets'. Energy and collaboration were at an all-time low and the team were hugely in need of the time and space for personal planning as well as the opportunity to re-energise.

PUSH tailored a unique, insight-driven programme to build the team's resilience. This resulted in the company managing to maintain their sales forecasts across the period that they worked together. Whilst this in itself might not sound outstanding, it becomes a little more impressive when you hear that the company they were merging with missed their sales targets by 15% across the same critical period!

The situation was summed up perfectly by one of the team:

*"We might not have known what was coming round the corner but we felt prepared for it, whatever it might be - and that was enough to reassure us and help us keep going".*

**"If teams are energised, freed and inspired to bring the best of themselves each day, productivity and output will naturally increase for the whole company. It really is quite simple."**

## Attracting and retaining talent through wellbeing

If market demand for your most talented people is high, you're going to be facing a brain drain as they are poached by your competitors. So how can you keep great people loyal?

If they join you at the start of their careers they need to be nurtured: to learn how not to burn out, but remain productive and in the high-functioning zone. If they are high potential or senior talent, no doubt they'll be aware of their value in the jobs market, and will be looking for an employer with outstanding benefits. So your company needs to become the workplace of choice.

The best professionals in the world want to work in places where they can flourish. Indeed, many now actually ask what wellbeing benefits are included as part of their packages before making a decision of where to move to. If you make wellbeing programmes your defining employee value proposition, you humanise the organisation. You become more than just a paycheck - you become a solution to help top talent manage their lives.

Organisations that strive to help its people be their best selves will attract loyalty from employees in return. Once the elusive balance of the emotional, physical, spiritual and mental is achieved, both in and out of work, it can significantly increase job satisfaction and therefore employee retention.

PUSH have worked with one client in particular for the last 12 months. During that period they have grown the activity from one agency within the network to the whole network of agencies.

The entire network normally operates at an attrition rate of 30-35% attrition. The client recently reported that for those people who had interacted with the PUSH energy and engagement programme, the attrition level had dropped to an incredible 4.6%!

ACAS report that the average cost for replacing an employee is £30k - based on loss of productivity and logistics (including agency fees, advertising costs, HR and management time!). So, this particular decrease equates to an unbelievable £1.5m saving!

And, we know that it's the saving that will make the programme appealing but, just think what it also achieves in genuinely showing your workforce that you care?



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## Tips for influencing a culture of wellbeing

Here are some ways that PUSH has succeeded in embedding wellness in company-wide missions that unlock enduring potential. We've included benchmarks that demonstrate how mindset is shifting inside the organisation, making it easy to count the benefits.

1

### **Position wellbeing as a strategic imperative**

- put forward the business case for wellness, and don't be afraid to hammer home the positive impact this will have on company purpose and profit. Build the vision of a culture that propels and supports people on a daily basis, making them healthier, happier, as well as more purposeful and productive.

2

### **Identify and coach wellbeing champions at a senior level**

- great leaders will lead by example, adopting and evangelizing wellness in every aspect of their working (and personal) life. Once they are perceived as committed to wellbeing, these behaviours will cascade down to the shop floor. We also recruit 'Wellbeing Champions' from across the entire team to help carry the message of wellbeing throughout the organisation. We believe that it is this combined 'top down' and 'ground up' approach which makes our work unique as well as most successful.

3

### **Involve the entire team**

- ask them how they are feeling and what they need most - and then give them exactly that. If they feel involved from the start in constructing a culture of wellbeing, they will be invested in keeping it alive and feel genuinely cared for.

4

### **Keep it simple**

- wellness can be achieved in a series of easy steps such as agile working, leaving the office to go to the gym or simply getting to spend time with the family. These are the easy wins in creating a genuinely transformative relationship with your employees.

5

**Measure success** - culture change doesn't always have to move at snail's pace. You can make use of other quick wins to establish the extent to which wellbeing is having a positive impact and to understand what's working and what isn't - to keep evolving your work!

Keep abreast of simple changes by surveying (or even just talking to!) your staff: are they getting more hours of sleep per night? Do they feel like they have enough energy to get through the day? See what commentators and customers are saying about you on social media as they notice the transformation. We are currently working with a restaurant chain who will be using this as a KPI for the work we are delivering around loyalty and service within their culture programme - we'll keep you posted on the impact it makes!

Other benchmarks that take a little longer to calculate include productivity, employee engagement scores, and capacity - as well as combining with tangible business outputs. Ultimately, we know we have clear, proven results in delivered happier, more motivated teams with proven tangible business metrics.

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### **Equip yourself with practical tools to enable behaviour change**

- PUSH will help deliver wellness through a series of workshops, talks, 1-2-1s and wellbeing audits; embedding their huge breadth of wellbeing disciplines into your organisation with an entirely tailored programme. We're with you every step of the way offering practical changes that will radically transform the way you work and play, leading to greater harmony and balance in and out of the office.

## About PUSH

As founder of PUSH, Cate Murden has first-hand experience of the difference a wellness programme can make to a professional's life.

As Head of Partnerships for a large media agency in London, her life and work were full of deadlines and demands and, as is often the way, at that time, the most obvious solution was to spend more time with the thing that was causing her stress - rather than looking after herself and building her resilience to cope better with the pressure of modern-day life.

Eventually, having been signed off with stress, Cate knew it was time to do something about it. So, she took time out of the corporate world and created the thing that she wanted most but wasn't out there - a company that would truly help busy, stressed-out professionals to be empowered to live and work better.

And that's where PUSH was formed: a company whose vision is to enable modern businesses to be more productive by putting their people first. They are now the UK's leading corporate energy and engagement company. They create bespoke solutions, tailored on genuine insight; using their expertise and understanding to transform good businesses into ones that are consistently great. And, they want to work with you to demonstrate the incredible value they can deliver for your business.

**Why not get in touch with Cate and the team for a coffee and more of an intro to the kind of results you could expect from a wellbeing programme and a thoroughly engaged and energised workforce!**

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