

Top Tips To Engage Employees In Wellbeing Initiatives

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Tip 1: Don't treat employee wellbeing as a 'tick-box' exercise

Employees are more likely to engage in wellbeing initiatives when they are part of a wider plan/strategy. Our '3 P Approach' at Everymind at Work encourages organisations to first focus on the work environment and organisational culture itself, before implementing initiatives for employees to engage in, as this will influence how receptive they are. You should be holistic in your approach so that initiatives align and can be measured over time as part of your people strategy.



ACTION:

Take a look at our '3 P Approach' and write down the initiatives you offer for each pillar. Think: do they align? Is there a purpose behind what you are currently doing? Which pillar needs more attention?



Useful resources:

- [Mental Health Stigma Report](#)
- [Workplace Mental Wellbeing Risk Assessment](#)

Tip 2: Get senior management buy-in

To make a true impact on employee wellbeing, senior management needs to be on board to encourage employee engagement and ensure the tone is set from the top. To get senior management advocating wellbeing initiatives, it is good to obtain facts, statistics and any organisational financials to support your case.



ACTION:

Write a list of your key stakeholders and identify who is and isn't fully backing your organisation's wellbeing initiatives. Using the guide below and by collecting internal data, design a proposal to present to those who need a little extra encouragement!



Useful resources:

- [Getting Senior Buy-In Guide](#)

Tip 3: Share the weight of wellbeing responsibilities across the organisation

We believe that everyone has a role to play when it comes to transforming workplace wellbeing and when the message is coming from all directions, engagement will soar. You should ensure that you have employees at every level of the organisation championing mental health and wellbeing, who have opportunities to voice their opinion and implement change.



ACTION:

Share the Everymind Champion Course with all of your employees and consider what support you can provide Champions after the course to ensure they feel valued and supported in their role.

Tip 4: Make it personal

Remember that all of your employees are unique and will be at different life stages and have varied wellbeing needs. Use your employee demographic data to guide your initiatives, ensuring you are offering a varied programme to support employee needs. Also make your approach personal; engaging employees at a human level will increase engagement as it will be more relatable.



ACTION:

Encourage employees to share their own stories and what works for them as individuals - this could be done via a wellbeing forum/group as a first step, which could be built on over time. If you are feeling brave, why not start by being more open with your own story too.

Tip 5: Ensure people leaders get involved and lead by example

If employees see their managers and leaders role modelling healthy working behaviours and advocating mental health/wellbeing initiatives, they are more likely to get involved. Remember that employees will notice the little things their managers do, such as taking lunch breaks or answering the ‘how are you?’ question honestly. If you can encourage people leaders to show vulnerability and support your wellbeing programme, you will see engagement rise.



ACTION:

Make sure that people leaders are aware of the wellbeing support you offer internally and where they can access further information. Be open with what your expectations are of them and how they can get involved further.



Useful resources:

- [Managers Mental Health Toolkit](#)

Tip 6: Keep it simple

Remember that you don't always need big budgets to make an impact, sometimes it is the smallest of initiatives that make the difference. For example, blocking out lunch breaks in diaries, banning meetings at certain times, having a ‘wellbeing share’ at the start of certain meetings as a mini pulse check can all be simple yet effective initiatives that have high engagement. Think about what you could do as an organisation and ask employees for their ideas too.



ACTION:

Share the Everymind at Work ‘Ask Twice Poster’ in your organisation, whether that is virtually on a notice board or physically.

Tip 7: You can never over-communicate

You may think that you have spoken about your wellbeing initiatives non-stop, but messages always filter down through channels. Communication is key when it comes to employee engagement, so make sure you are communicating frequently using various channels to target your audience. You should also think about the language you use to promote your wellbeing programme and get feedback from your teams on what is landing well. Try to be more focused in your approach to communicating any wellbeing initiatives and remember that it needs to mean something to employees for them to engage more effectively with it. This is where supporting people to make the right connections can also help, as opposed to things landing in isolation without any meaningful context.



ACTION:

Carry out a mini audit of wellbeing touch points throughout the employee lifecycle to see where the gaps are. Decide which areas you'd like to prioritise then include this as factual evidence within any revised proposal, alongside any data and analysis carried out.

Tip 8: Use data to plan, monitor and track your initiatives

Using data effectively will mean you are choosing the right initiatives for your employees and implementing them in the right way, at the right times. Ensure you are clear on how you will measure success and remember to use the people data you already have access to (e.g. absence, attrition, engagement survey results, wellbeing session attendees etc.). You might want to consider including wellbeing goals as the norm for managers/ leaders to really signal a commitment to supporting this longer-term.



ACTION:

Make sure you have measures in place and establish baselines to measure against going forward. As a first step, ensure you understand how wellbeing is being measured as a business. Are the right metrics being used or does this need a refresh? Are any aspects of your data telling a specific story or highlighting any worrying trends? You can then use this data when building a business case for any changes to your wellbeing strategy.