

# Wellbeing Strategy Checklist

We have listed below 20 key steps to combat the challenges associated with creating your wellbeing strategy, to ensure it is successful and meets the needs of your employees.

## Challenge 1: How do I get started?

Top tip: You can use the Everymind at Work [Wellbeing Strategy Template](#) to help you get started.

Assess what you currently have in place. What is working? What needs improvement?

Remind yourself of the wider organisational goals, people strategy and Company values to ensure any future plans are aligned.

Think about the key shift you are trying to make and why (your wellbeing vision).

Create SMART wellbeing objectives based on what you can do proactively to create that shift and bridge any gaps identified.

Use an evidence-based approach, like the Everymind at Work 3 P's, to ensure you are implementing the most effective, proactive and holistic initiatives.

## Challenge 2: How do I increase employee engagement?

Top tip: Use the 'who, what, where, when, how' approach...

**Who:** Think about who is promoting your wellbeing strategy/initiatives, e.g. HR, SLT, managers, MHFA's etc. to target employees at every level of the organisation.

**What:** Focus on bridging the gaps identified. The format of the content also needs to be diverse to attract employees and keep them engaged.

**Where:** Think about the channels you are using to share your communications to ensure they align with your demographic e.g. how will you reach remote workers?

**When:** Consider which days/times messages and services may best be received. You should aim to incorporate wellbeing at every touch point of the employee lifecycle so that it is fully embedded within the organisational culture and aligns with any wider comms plans.

**How:** Consider your tone of voice, language used and stigma levels to ensure messaging is relatable to your employee demographic and targets where your organisation/teams/individuals are on their wellbeing journeys.

### Challenge 3: How do I share the responsibility of wellbeing initiatives?

**Top tip:** Seek buy-in at various levels to create ownership & accountability for driving your initiatives

Identify who in the business can support you with the planning and implementation of your wellbeing strategy e.g. SLT, line managers, MHFA's, champions, external providers, department specialists.

Look at your list of potential contributors and assess the diversity of the group - are there employees from different levels of seniority, departments and locations, with varying demographics? Purposefully reach out to other individuals who might help bridge this gap.

Identify the key stakeholders who are resistant to engaging with this topic and seek ways to influence their thinking, i.e. consider what will resonate with them and build on these areas.

When trying to gather their support, remember to think about the bigger picture and make the connection back to the wider company goals, so they can see the potential strategic value.

Consider creating a wellbeing network to include the individuals who are passionate about mental health and wellbeing, who want to get involved more.

### Challenge 4: How do I measure success?

**Top tip:** Ensure you have some tangible measures which can easily be quantified via internal mechanisms, such as survey data, absence and attrition stats.

Start by gathering all wellbeing-related intelligence so that you can evaluate what your current insights are telling you.

Use a variety of quantitative and qualitative measures so that you have a holistic view of wellbeing measures. Be careful not to set an objective which you can't realistically measure in any way!

Make sure that all your wellbeing objectives have a robust measure assigned so that you can monitor progress.

Document baseline measures and set target outcomes based on your wellbeing vision and objectives.

Diarise when you will track progress and who is responsible for this so that you are measuring success regularly and have frequent opportunities to evaluate/review your plans.