



12TH ANNUAL OHIO

*Employee
Health &
Wellness*
CONFERENCE

Workshop C

*Employee Engagement – How to
Maximize Motivation Across Your
Organization & Within Your Wellness
Program and Moving Toward Mindfulness –
How & Why Daily Practice Benefits
Workplace Wellness*

9:45 a.m. to 11:00 a.m.

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KATY TOMBAUGH

Founder & Chief Executive Officer



As founder of Wellness Collective, Katy contributes over 17 years of leadership and consulting experience to the workplace wellness field. She is very passionate and enthusiastic in her approach to leading organizations toward a culture of wellness.

Her work has taken her into Fortune 500 businesses, local organizations, non-profits, and schools both public and private. Through effective wellness strategies, program development and engaging delivery of programs, Katy prides herself in the ability of her team to drive motivation and participation within programs nationwide that positively impact adults, families and children.

A driven entrepreneur, Katy values professional development and continuing education for herself and the Wellness Collective team. You will always find Katy in the classroom as a teacher and a student. She is proud to have been named **Microentrepreneur of the Year in Health & Wellness** by the INCREASE Community Development Corporation in 2015.

Education / Certifications:

- Bachelor of Science, Human Ecology, The Ohio State University
- Certified Tobacco Treatment Specialist, The Breathing Association
- Behavior Change Specialist, American Council on Exercise
- Certified Personal Trainer, American Council on Exercise
- Certified Group Fitness Instructor, American Council on Exercise
- Certified Lifestyle & Weight Loss Coach, American Council on Exercise
- Certified Holistic Health Coach, Circle of Life
- Certified Mat & Reformer Pilates Instructor, Balanced Body University
- Registered Yoga Teacher, Yoga Alliance
- CPR & AED Certified, American Red Cross

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SARAH M. TOWNING

President



Sarah Towing offers a dynamic approach to wellness and unlocking the better you. As President, she leads Wellness Collective through pinpointing business opportunity and development, company marketing and communication, and the enrichment of strategic partnerships.

Sarah's resilient passion for fitness and wellness truly shine through the ongoing management of program execution and customer care. Providing energetic mentorship and unparalleled devotion toward the successes and potentials of team growth is at her core. She is a responsible

champion for the total health of her clients, an invaluable resource of knowledge and inspiration for her teammates and partners. Her motivational results are exemplary.

Sarah also courageously served our country as a Healthcare Specialist/Combat Medic in the Ohio Army National Guard, where she supervised the medical treatment of more than 400 soldiers and was honored with the Army Achievement Medal on two separate occasions.

Education / Certifications:

- Bachelor of Arts, Health Education, Health Promotion, and Fitness, and Philosophy, Otterbein University
- Master of Science in Social Administration (MSSA; equivalent to MSW), Mandel School at Case Western Reserve University (in progress)
- Exercise Specialist/Physical Activity Consultant, Columbus State Community College
- Certified Exercise Specialist (CES)
- Certified Health Education Specialist (NCHEC)
- Certified Health Care Reform Specialist (CHRS)
- Certified Intrinsic Coach (CIC)
- Certified Tobacco Treatment Specialist (CTTS)



Maximize Motivation

Across Your Organization & Within Your Wellness Program

Katy Tombaugh, Founder & CEO, Wellness Collective; Sarah Towing, President, Wellness Collective

About Today

Learning Objectives:

- Understand the variables that impact motivation
- Recall evidence-based approaches for driving motivation
- Have the ability to assess your culture and areas for improvement

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Fast Facts

In the Headlines: APA Survey Finds Feeling Valued at Work Linked to Well-Being and Performance

Almost all employees (93 percent) who reported feeling valued said that they are **motivated** to do their best at work and 88 percent reported feeling engaged. This compares to just 33 percent and 38 percent, respectively, of those who said they do not feel valued

.... the survey found that employees who feel valued are more likely to report better physical and mental health, as well as higher levels of engagement, satisfaction and motivation, compared to those who do not feel valued by their employers.

Read the full article: <http://www.apa.org/news/press/releases/2012/03/well-being.aspx>

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KNOWING VERSUS DOING

How do people move from knowing to doing? From inaction to action?

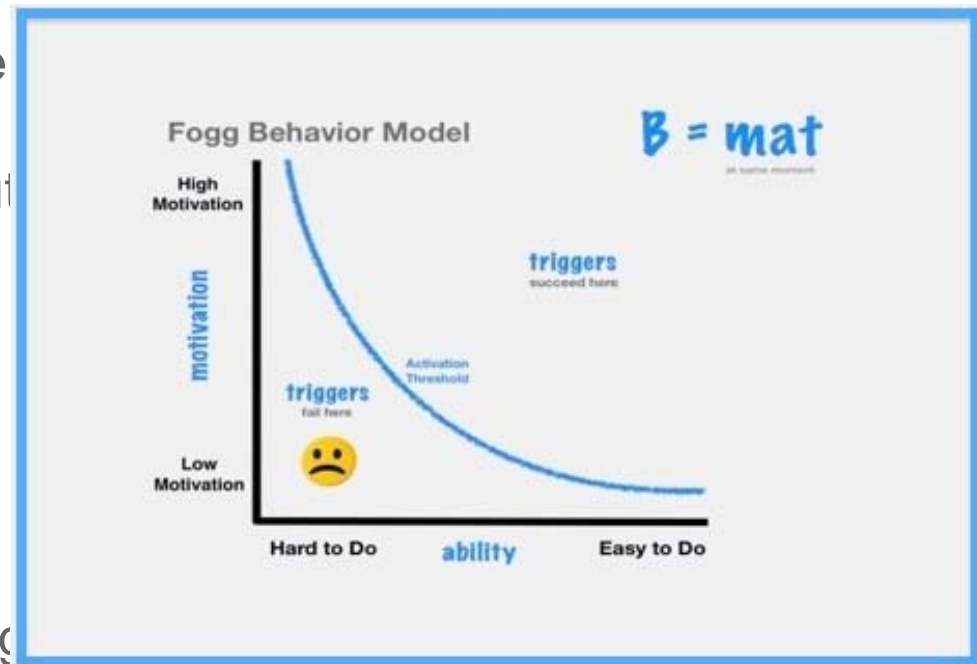
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Human Behavior & Behavior Change

First off, what causes behavior change

- According to BJ Fogg, researcher, author, and creator of *Tiny Habits*, it's the convergence of three elements:

- Motivation
- Ability
- Trigger
- Behavior = motivation + ability + trigger



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Human Motivation

What is it?

- The general desire or willingness of someone to do something; the reasons one has for acting or behaving in a particular way.

Q: What are examples of some things you would like employees to do?

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Human Motivation

What really motivates people?

- According to author and motivation expert Daniel Pink:

- Autonomy
- Mastery
- Purpose



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Human Motivation

What really motivates people?

- Resolving ambivalence (importance, readiness, confidence)
- Creation & co-creation (autonomy)
- Emotion (purpose)
- Skill building (mastery)
- Action (mastery)
- Mindset (purpose + mastery)

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Evidence-Based Practice

The role of Motivational Interviewing (MI):

- Assists people in the areas of importance, readiness and confidence
- Uses reflective listening
- Reinforces the participant's self-motivating statements
- Affirms the participant's freedom of choice and self-direction
- Helps to resolve ambivalence
- Creates a partnership with the participant to move toward change

Source, and for additional information: www.motivationalinterviewing.net

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Coaching + Motivation

What is coaching?

- Many different coaching models
- A working relationship built on trust, confidentiality and respect
- Co-working to develop clear, concise goals and an action plan
- Collaborative relationship built to improve well-being



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Coaches

A coach additionally...

- Asks open ended questions
- Clarifies misconceptions through education
- Facilitates the creation of an action plan



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Motivation + Engagement

Program engagement – get more people involved:

- Choose program content for all abilities.
- HOW you communicate about the wellness program matters – make certain that people feel safe, confident and supported!
- Work toward self-care as the *new normal*.
- Surveys are good, but piloting a program is better.
- Provide opportunities for recognition – this can be accomplished with no budget!
- Recognize healthy behavior efforts both inside and outside of the office.

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The Role of Leadership

Leverage leadership support for wellness:

- Engage executive leadership early on – this is one of your most powerful tools.
- Consistently talk about the wellness program, and your culture, in key meetings.
- Request that new program announcements come from leadership.
- Provide wellness opportunities specifically for your executives.

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CULTURE CURES

Who here would like a high performing culture?

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Assessment & Opportunities

Considerations:

- What is the common mindset?
 - *Growth mindset or fixed mindset?*
- What resources do we already have in place? What's missing?
 - *Training & Development, EAP, Wellness Partner*
- How are we creating a supportive culture that allows people to participate?
 - *Permissions, Policies & Procedures, Flex Time, Onsite Resources*
- Are people having fun? Do they feel connected to a purpose?
 - *Events & Experiences*

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FYI: FOR YOUR INSPIRATION

Words of Wisdom

“Even being coached just once per year to develop strengths can dramatically change one's life journey and improve the odds for an extraordinary life.” – Jim Clifton, Gallup

“Inaction breeds doubt and worry. Action breeds confidence and courage. If you want to conquer fear, do not sit at home and think about it. Go out and get busy.”- Dale Carnegie

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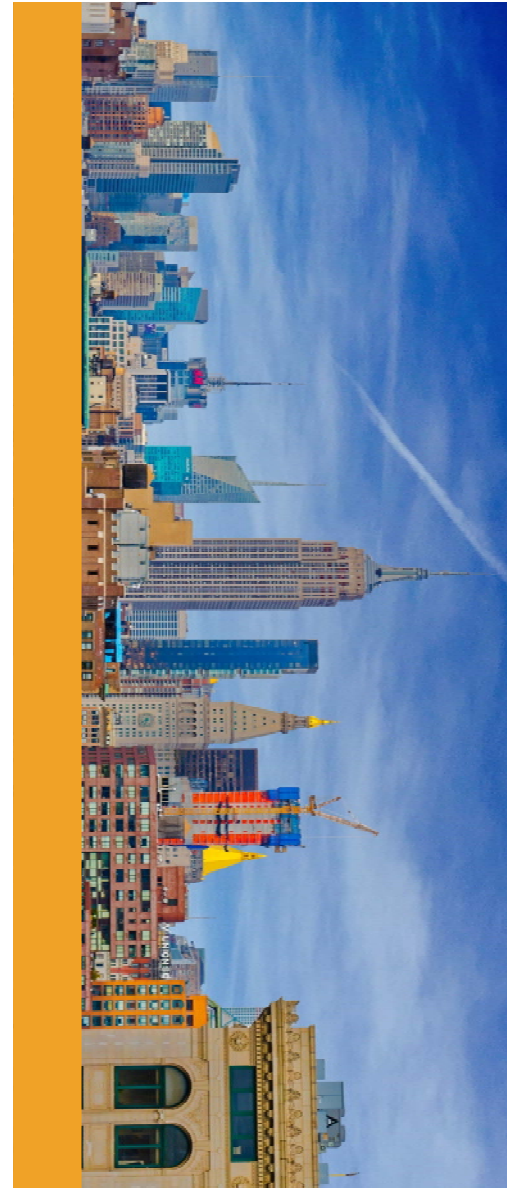
For additional FREE workplace wellness resources:

- www.wellnesscollective.com/subscribe

If you have questions related to this content, please contact:

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Moving Toward Mindfulness

KATY TOMBAUGH

FOUNDER & CEO, WELLNESS COLLECTIVE

SARAH TOWNING

PRESIDENT, WELLNESS COLLECTIVE



Mindfulness: What is it, and why does it matter?

NOUN

1. the quality or state of being conscious or aware of something
2. a mental state achieved by focusing one's awareness on the present moment, while calmly acknowledging and accepting one's feelings, thoughts, and bodily sensations, used as a therapeutic technique

Mindfulness is a full awareness of precisely what is happening in the present.

Mindfulness: What is it, and why does it matter?

Verb

1. The action of being incredibly aware of the present - moment experiences.

Mindfulness is both a process and an outcome.

Mindfulness: What is it, and why does it matter?

*People tend to live in one of two places: the past or the future;
but peacefulness is often found in the present.*



Mindfulness: What is it, and why does it matter?

- Mindfulness involves focusing on what is currently happening – not mulling over the past or worrying about the future.
- Worrying activates your sympathetic nervous system – the driving force behind the body's **fight or flight response**.
- Practicing mindfulness can change the structure of your brain – controlling emotions and stress response.
- Tip: Take a break from prolonged fight or flight impulse by flexing your parasympathetic nervous system and trigger a relaxation response.

How does mindfulness relate to work and life?

- Work and home can place many different daily demands. You, and others, likely:
 - Wear many hats AND multi-task while doing so
 - Face a range of fast-paced and ever-changing challenges
 - Make decisions in a stressed and unstable environment
 - Navigate uncertainty
 - Choose between self-care and other “to dos”

Stress & Anxiety Are Real

- Stress – present moment pressure or threat
- Anxiety – future worry; sometimes unfounded

Fast Fact: Stress in the workplace often leads to inappropriate coping during leisure time. Costs of stress in the workplace are estimated at \$300 billion per year in the United States.

Stress and Anxiety Are Real

- Businesses and organizations are now talking about how to positively impact this epidemic.
- Cultures are recognizing that self-awareness, decision-making, innovation, compassion, courage and resilience are essential.
- **Mindfulness-Based Stress Reduction (MBSR)** is a technique for learning to cultivate calm in high-stress situations. It incorporates multiple practices including mindfulness meditation, yoga and deep breathing.

Technology Takes Over

- Technology allows us to juggle it all with the ability to log-in to work at anytime.
- Whenever there's a moment of pause we pull out our cell phones.
- Studies show multitasking is a huge drag on efficiency and productivity – our brains don't want us concentrating on more than one thing at a time.



Technology Takes Over



The iPhone Effect:

“A 2014 study titled ‘The iPhone Effect’ shows how the mere presence of a smartphone can ruin a conversation. In an experiment with 200 participants, researchers found that simply placing a mobile communication device on the table or having participants hold it in their hand was a detriment to their conversations. Any time the phone was visible, the quality of the conversation was rated as less fulfilling when compared with conversations that took place in the absence of mobile devices. People reported having higher levels of empathetic concern with phones were not visible.”

- Tom Rath from *Are You Fully Charged?*

Moving into Mindfulness

- While mindfulness is rooted in ancient Eastern philosophies, such as Taoism and Buddhism, you need not be a subscriber of these philosophies to enjoy its many benefits.
- Its known to:
 - Lower blood pressure
 - Reduce stress and anxiety
 - Reduce inflammation
 - Possible link to reduced risk of stroke and heart attack

Mindfulness at Work & Home

- Beyond the health benefits, those who implement mindfulness also experience:
 - Enhanced Emotional Intelligence
 - Well managed stress
 - Avoidance of burnout, enhances leadership capability
 - Steadies minds amidst decision making
 - Smoother career transitions
 - Enhanced work/life integration
 - Fewer distractions; safer environments; risk reduction

Begin Your Practice & Share With Others

- Notice.
- Be here, now.
- Get centered before the day begins.
- Set your intention.
- Schedule pauses into your day.
- Wrap up your workday.
- Enjoy breaks from your devices.

Wellness, Training & Development: An Opportunity to Learn & Skill Build

- Activities: workshops, events, speakers
- Education: fact sheets, newsletters, worksheets
- Self-Care: onsite classes, offsite retreats
- Resources: wellness specialists, health coaches, EAP, local organizations



Mindfulness Exercises (examples)

- Body Scan
- Multi-Sensory Observation
- Breath Awareness
- Acceptance of Thoughts & Feelings
- Acceptance of Social Anxiety
- Mindful Eating
- Mindful Movement
- Guided Meditation; Contemplation

Leaving You With This... 7 Things Mindful People Do Differently

1. Approach everyday things with curiosity – and savor them.
2. Forgive their mistakes – big or small.
3. Show gratitude for good moments and grace for bad ones.
4. Practice compassion and nurture connections.
5. Make peace with imperfection – inside and out.
6. Embrace vulnerability by trusting others – and themselves.
7. Accept - and appreciate - that things come and go.

Source: Elisha Goldstein, Ph.D., psychologist and author

Additional Resources

- Mindfulness as Workplace Wellness
 - katy@wellnesscollective.com and sarah@wellnesscollective.com
- Mindfulness Meditation
 - www.mindfulnesscds.com
- Mindful (print/online publication)
 - www.mindful.org
- UC Berkeley's Greater Good Science Center
 - www.greatergood.Berkeley.edu