



14<sup>TH</sup> ANNUAL OHIO

*Employee  
Health &  
Wellness*  
CONFERENCE

# Workshop F

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*Employee Engagement*  
**How Corporate Wellness Programs  
Can Motivate, Inspire & Retain Employees,  
Bolstering Morale & Building a Better  
Corporate Culture ... the Connection  
between Productive Employees &  
Wellness**

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**11:15 a.m. to 12:30 p.m.**

## Biographical Information

**Mari Ryan, MBA, MHP, CWP  
CEO & Founder  
AdvancingWellness  
mari@advwellness.com  
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Mari Ryan, CEO and founder of AdvancingWellness, is an award-winning author, speaker and workplace well-being strategist. She leverages over 30 years of business experience in various marketing, consulting and executive roles across a variety of different industries. For the past decade, Ms. Ryan has been creating healthier businesses and impacting the lives of employees, through her consulting work and speaking on workplace well-being. Mari earned a Bachelor Degree from Lesley University, an MBA from Boston University, a Master's degree in Health Promotion from Nebraska Methodist College, and is a certified Worksite Wellness Consultant. She is the founder and former Board Chair of the Worksite Wellness Council of Massachusetts, and is a member of the Board of Directors of Health Promotion Advocates. She serves on the Advisory Board for Global Women 4 Wellbeing. Mari is an active member of the National Speakers Association. Mari is the author of *The Thriving Hive: How People-Centric Organizations Ignite Engagement and Fuel Results*, winner of the 2019 Axiom Business Book Award.

Learn more about Mari and AdvancingWellness at [www.advwellness.com](http://www.advwellness.com)

LinkedIn: <https://www.linkedin.com/in/mariryanmba/>

FaceBook: <https://www.facebook.com/advwellness/>

Twitter: [@advwellness\\_us](https://twitter.com/advwellness_us)

YouTube: <https://www.youtube.com/c/AdvancingWellnessLLC>

**Wellness IQ**  
Earning Your Way to Better Health

## The Connection between Productive Employees and Wellness





# Agenda

- Relationship between employee productivity and engagement
- What does it take to create a thriving workplace?
- Fundamentals of a successful wellness program



# Who are you?



**Go to [menti.com](https://www.menti.com)  
Enter code 29 71 02**

# Sustainable Business Results

# Employees Are the Most Important Asset



**Without your  
employees,  
you can't achieve  
your business  
objectives**



**You need  
engaged employees  
to create sustainable  
business results**

# To Achieve Business Goals



**Attract**



**Engage**



**Retain**



# Cost of Employee Disengagement





**26% of workforce is actively disengaged**



**Only 13% of workforce is actively engaged**



# The War for Talent is Being Waged



**Thriving People  
Create  
Thriving Businesses**

**When we care for  
our people,  
our people take  
care of the  
business**



# Thriving Businesses Have:

- Reduced absenteeism
- Fewer accidents
- Lower turnover
- Improved productivity



# Thriving Businesses Have:

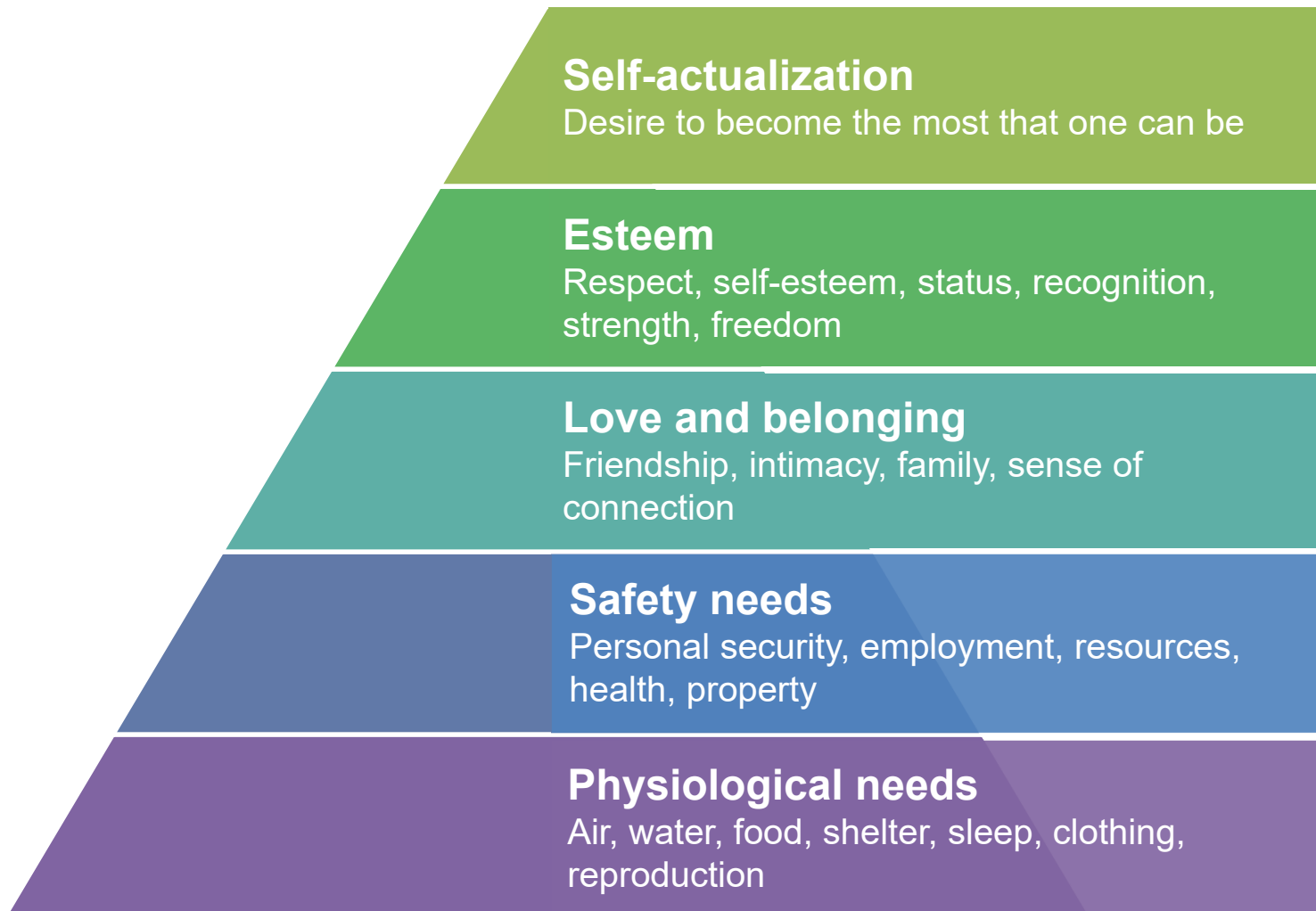
- Better customer service and retention
- Higher sales
- Increased profits



**Create the  
conditions  
where your  
employees  
thrive**



# Maslow's Hierarchy of Needs



# Thriving

**well-being that is strong, consistent, and progressing**

**Reporting fewer health problems, fewer sick days, less worry, stress, sadness, anger, and more happiness, enjoyment, interest, and respect.**



# Struggling

well-being that is  
moderate or  
inconsistent

Report more daily stress  
and worry about money,  
more than double the  
amount of sick days. More  
likely to smoke, and are  
less likely to eat healthy



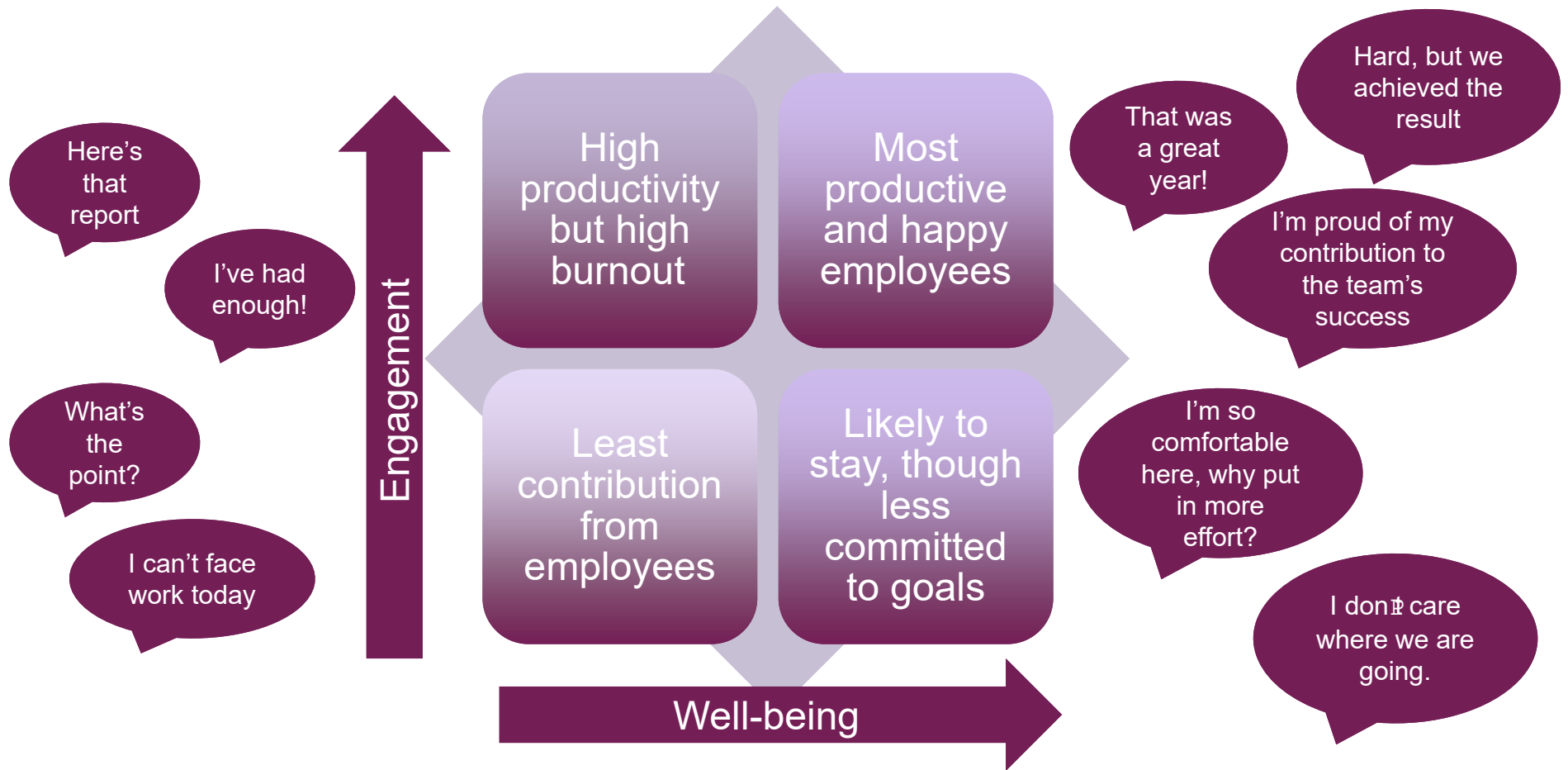
# Suffering

**well-being that is at  
high risk**

**More likely to report  
lacking the basics of food  
and shelter, more likely to  
have physical pain, a lot of  
stress, worry, sadness,  
and anger. Less access to  
health insurance and care,  
and more than double the  
disease burden.**



# Model for Sustainable Well-being and Engagement



Source: Lewis, et al., CIPD



# Creating the Conditions



# Purpose

WHY

ARE

WE

HERE

?

# Purpose

Answers the question:  
Why Do We Exist?

Outward focusing,  
motivational,  
contributing to a  
greater good



“Employees in every organization and at every level, need to know that at the heart of what they do lies something grand and aspirational.”

Patrick Lencioni  
*The Advantage*

# Values



ETHICS



TEAMWORK



RESPONSIBILITY



EXCELLENCE



INNOVATION



TRUST



GOALS



CUSTOMERS

# Values

How we are going to  
behave to support the  
purpose

Embodies what makes your  
organization unique and  
differentiated



# Culture



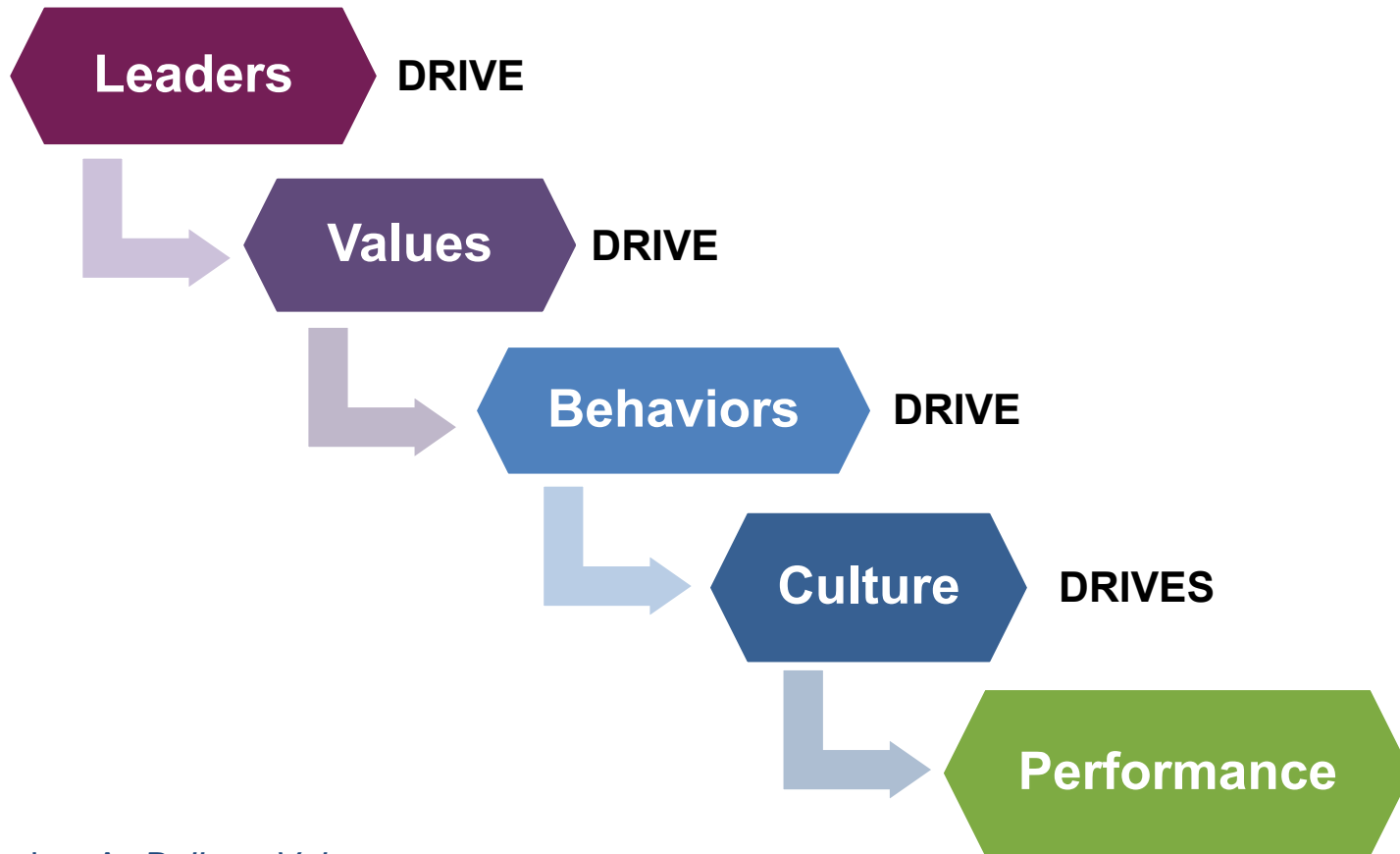
# Culture

Behaviors, norms,  
assumptions, rituals

Works in service of purpose  
and values



# Drivers of Performance



Source: Rhodes, A. *Built on Values*



# Creating the Conditions



# Communicate

In the absence of  
communications, we  
make up our own stories

Type, frequency, tone,  
timing, message



# Collaborate

Trusted relationships with  
colleagues and  
managers increases  
engagement

Collaboration instills a sense  
of belonging



# Celebrate

Importance of individual  
**Shows people you care**  
and  
team recognition



# Wellness Programs Create Thriving Workplaces



**Engagement**



**Fitness**



**Time**



**67%** of employees said participation in wellness programs **increased their engagement** in employer's mission and goals





**91% of employees participating in wellness programs have improved their fitness, with 89% indicating improved happiness and well-being**







**46%** of employers and **51%** of employees agree the biggest obstacle to increased participation is **lack of time**

**Wellness  
Programs  
Done Right  
Create Thriving  
Workplaces**



## Which is most important in a wellness program?

- Developing a strategic plan
- Senior leadership support
- Having program goals
- Strong program design
- Communications

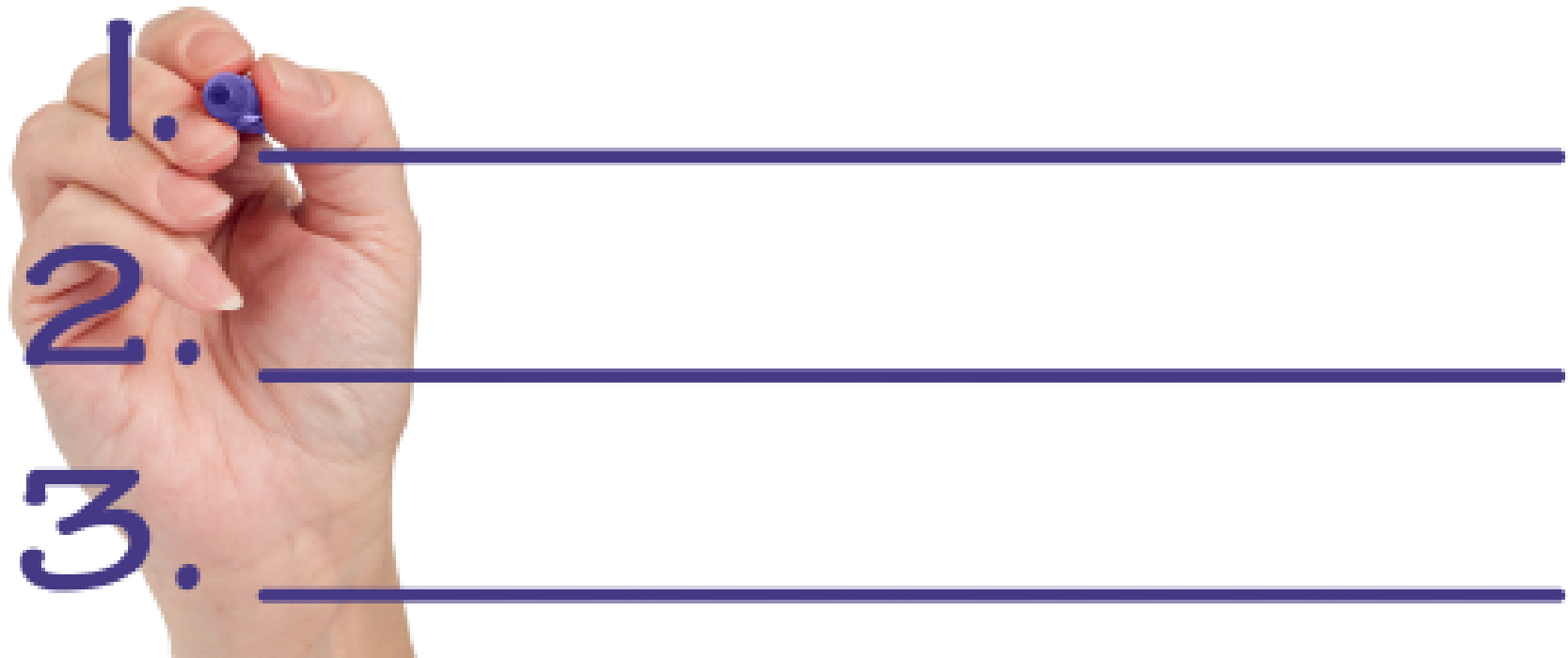
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*VISION*

# Goals



1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_



# Leadership Mandate



**Program Design**





**Communication**



**Evaluation**



# Program Infrastructure



**Program Partners**





## Our Mission

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WellnessIQ provides wellness solutions through the broker distribution channel aligned with an employer's goals and culture to promote an environment of employee engagement and productivity evidenced in improved overall well-being and measureable results.

**WellnessIQ**  
Earning Your Way to Better Health

# Our Model

- Wholesale Distribution through Brokers and Consultants
  - Broker agnostic
  - Marketing to over 4,600 individual broker contacts
  - 900 consulting firms nationwide
  - WIQ has been vetted and approved with several national consulting firms such as Alliant, AJ Gallagher, AON, Lockton, Mercer, MMA, NFP and USI
- Targeting organizations with 100-1,000 employees
- Focus on these core competencies
  - Flexibility in platform to accommodate the full wellness spectrum
  - Variability of service levels based on need
  - Continuity of communications

Alliant  
CONSULTING

  
Arthur J. Gallagher & Co.

  
LOCKTON

AON

  
Willis  
Towers  
Watson

 MERCER

 PGP Consulting

 NFP

  
AssuredPartners

  
Brown  
&  
Brown  
INSURANCE

 Hays  
All. Together. Certain.

  
USI

  
HUB

  
CBIZ

  
MARSH & McLENNAN  
COMPANIES

**Wellness IQ**  
Earning Your Way to Better Health



# Product Menu

## Well-Being Platforms



## Biometrics



## Benefits Communication Platform



## Devices



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Let's connect!

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