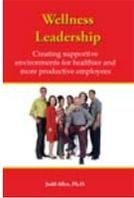




## Wellness Leadership



Wellness Leadership  
Creating supportive environments for healthier and more productive employees

Judd Allen, Ph.D.

Share the wellness vision

Serve as role models

Align cultural touch points

Monitor progress and celebrate success



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## Culture and Leadership Findings

Of 303 organizations that completed the U.S. based Health Enhancement Research Organization's Scorecard, just 25% reported that their senior leadership and culture were "very supportive" of their employee health management strategy.

- 66% of organizations with strong leadership and cultural support reported improvements in health risks, compared with only 26% of organizations with little or no support.
- 50% of organizations with strong leadership and cultural support reported a net positive impact on medical trend, versus only 14% of organizations with little or no support.

See [www.the-hero.org](http://www.the-hero.org) for further information



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## A Shared Wellness Vision

People...

- Are inspired by the purpose of the effort.
- Feel that their values and ideas are incorporated into the wellness program.
- Can easily communicate the mission and direction of the effort.
- Recognize how individual and organizational needs are being addressed.
- See how their day-to-day activities can support the overall goals of the effort.



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**Our Wellness Story**

- The history and original purpose of efforts to support employee wellness.
- Times our group was particularly thoughtful or caring
- Obstacles that we overcame together.
- How our products or services make the world a better place.
- How our efforts will make our futures together brighter.
- Activities, symbols and traditions that make us special.
- How people make us successful.



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**Our Wellness Benefits**

- Saving lives and reducing illness
- Maximizing productivity
- Enhancing morale and teamwork
- Being role models for the community
- Attracting and retaining talent
- Meeting expectations that we treat our people well
- Controlling health care costs



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**Adopt a Systematic Approach**

PHASE I Preparation    PHASE II Involvement    PHASE III Integration    PHASE IV Sustainability



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**Develop Your Elevator Pitch**

- **What is wellness?**
- **Why is it important?**
- **How can people participate?**



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**Role-Modeling Opportunities**

- ✓ **Adopt a healthier lifestyle**
- ✓ **Make positive practices visible**
- ✓ **Participate in wellness activities**
- ✓ **Reduce the impact of poor modeling and attitudes**



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**Aligning Cultural Touch Points**

1. Modeling
2. Rewards and Recognition
3. Push-back
4. Recruitment and Selection
5. First Impressions and Orientation
6. Learning and Training
7. Traditions and Symbols
8. Communication
9. Relationship Development
10. Resource Commitment



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**Key Principles for Working with Cultural Touch Points**

- You already use touch points to influence work practices. These same touch points are useful in making the healthy choice easier.
- Get buy-in before making change. It is best to consult those most affected by changes.
- Touch points already function in a culture. The current system must be adjusted not replaced. This approach helps integrate wellness into the corporate culture.
- Build on existing strengths by seeing what is positively influencing behavior.
- Address enough touch points to tip the balance towards safety and wellness. Using only one or two touch points often results in undesired consequences..



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**Tracking and Celebrating Wellness**



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**Celebrating Success**



- Call attention to both intrinsic and extrinsic rewards
- Tailor individual recognition and maintain desired privacy
- Establish both individual and group-level recognition systems
- Emphasize both human and economic/business outcomes
- Diversify rewards and make them meaningful



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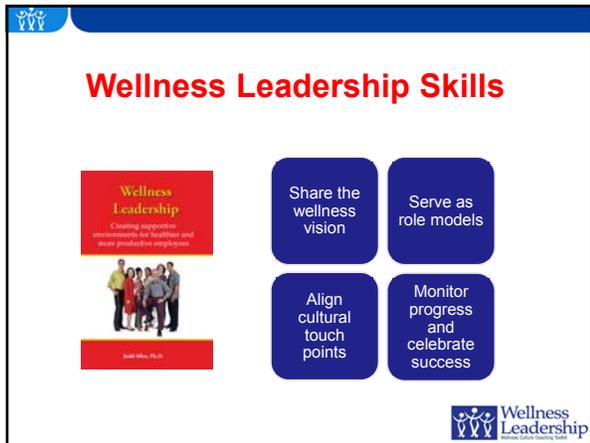
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The diagram is titled "Wellness Leadership Skills" in red text. On the left is a book cover for "Wellness Leadership: Creating superior environments for healthier and more productive employees" by Judd Allen, Ph.D. To the right of the book cover are four blue rounded rectangular boxes containing the following text: "Share the wellness vision", "Serve as role models", "Align cultural touch points", and "Monitor progress and celebrate success". The Wellness Leadership logo is in the bottom right corner of the diagram.

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