Creating an Engaged Culture Through Well-Being

Colleen Reilly
Vice President
Total Well-Being, a Telligen Company
Denver, Colorado

Kathryn Mowry
Consultant
Brownstein Hyatt Farber Schreck LLP
Denver, Colorado
Agenda

• Learn how to build a thriving culture of well-being
• The difference between culture and climate
• Employer case study
• Wellness programs and work cultures are evolving every year
Wellness Incentives

A strong culture of health and wellness.
The Three Pillars of Engagement

1. Culture
2. Communication
3. Incentives
<table>
<thead>
<tr>
<th><strong>Climate</strong></th>
<th><strong>Culture</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs and policies related to healthy behaviors</td>
<td>The unconscious, taken-for-granted attitudes and behaviors</td>
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**Climate**

- **Behavior-Oriented**
- Doesn’t have the power to create lasting change in people or the organization
- Can offer positive health benefits for employees but doesn’t address holistic well-being
- The manifestation of emotional and cognitive process

**Culture**

- Learned over time
- Involves behavior and emotional processes
- Powerfully shapes employee behavior
- Foundation for change

Source: Rosie Ward. The Unintended Consequences of Confusing a Healthy Workplace Climate with a Healthy Workplace Culture (2015)
Commitment to Communicating
Wellness Incentives
Start from the Start
Defining Well-Being . . .

- Well-being changes the equation
- Comprehensive approach
- Custom and relevant
- Creating the conditions for culture of well-being
- Individual and organizational health
# Building a Well-Being Strategy

<table>
<thead>
<tr>
<th>Before</th>
<th>After</th>
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<tbody>
<tr>
<td>Not aligned</td>
<td>Fully aligned</td>
</tr>
<tr>
<td>Focused solely on employee’s “physical” health</td>
<td>Physical, personal, financial, professional and organizational</td>
</tr>
<tr>
<td>Top down</td>
<td>Employees contribute</td>
</tr>
<tr>
<td>Series of “one-off” programs</td>
<td>Long-term strategy that ties together</td>
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Tactic #1: Give Employees a Voice

- Cultural Audit
  - Leverage existing programs
  - Align organization and employee
  - Guide strategy

- Needs/Wants
  - Skin in the game
  - Add relevance
  - Guide programming
Act 2

The Strategy
What Are the Top Three Things That Would Motivate You to Participate in the Wellness Program?
Individual and Organizational Health

- Individual Well-Being
  - Personal (content, valued, balanced and thriving)
  - Professional (inspired, growing and learning)
  - Financial (stable and secure)
  - Physical (energetic, healthy and connected)

- Organizational Well-Being
  - Positive Culture
  - Positive Climate
  - Positive Individual and Self Leadership
  - Connected to Vision and Mission
  - Shareholders, Employees, Families and Communities
Tactic #2 Grow Intelligently
Act 3

Executing the Strategy
Don’t Ignore Middle Management

- Align incentives
- Well-being in performance appraisals
- Get competitive
- Recognition

Multi-Level Management
Tactic #3 It’s a Journey, Not a Destination

- Branded
- Ease of access
- Year 1 (All-team meeting launch: Standing ovation)
- Year 2 (All-team meeting: Sustain and grow)
- Results that are relevant to employees and organization
Act 4

Sustaining Success
Well-Being Ambassadors/ Champions

10A-21
Case Study

Brownstein Hyatt Farber Schreck, LLP
Case Study

• Brownstein Hyatt Farber Schreck, LLP
  – Founded in 1968
  – 575 employees
  – Ages 20s to 70s
  – 11 offices coast-to-coast
  – Giving community
What makes our relationships strong?

**ALL IN**
Everyone brings their all. We have a contagious passion, energy and pride for the work we do and the relationships we build. We consistently seek opportunities for our clients, our communities and the firm.

**EXCELLENCE**
We are relentless in our pursuit of excellence. We out-hustle and outperform our competition. The work we take on is both high profile and high stakes. Our clients expect and deserve the best possible outcomes, but we aren’t content to just meet that expectation—we consistently strive to exceed it.

**RESPECT**
Our relationships are built on mutual respect—for each other, our clients and the communities we serve. Respect requires honesty, integrity and transparency. It demands that we say what needs to be said, even if it’s not popular. It means that we have each other’s back, especially under pressure, and that we embrace the different perspectives of our colleagues.

**GIVING BACK**
We are all members of communities—both within the firm and outside. What we give to these communities comes back to us in many ways. Whether it’s contributing to the firm through a committee, doing pro bono work or donating time and resources to a nonprofit, the energy we put into these efforts is as rewarding for us as it is for the people and causes we support.
Where to Begin

Business Plan

• Purpose: Provide coordinated thoughtful opportunities to improve **overall** health, health awareness and well-being.

• Goals: Foster lifestyle changes for improved health on a voluntary pressure-free basis.
Business Plan

• Rationale:
  – The right thing to do
  – Statistics and the media
  – Camaraderie and fun
  – Work and life balance
  – Reduce healthcare costs

• Roles and Responsibilities
Where to Begin

Business Plan

• Itemized Budget
• Communication Strategy
• Evaluation Plan
Selecting Initiatives

Research-Research-Research

- Employee Surveys
- Employee Benefits Brokers/Consultants
- Wellness Consultant and Providers
- Insurance Companies
- Wellness Council of America
Selecting Initiatives

Research-Research-Research

• News Articles
• Similar Companies
• Professional Organizations (SHRM, IFEBP)
• Hospital/Physician Groups
• Search Engines
Selecting Initiatives

STOP RESEARCHING!

Select Several

- Nutrition
- Weight Loss
- Smoking Cessation
- Community Giving
- Meditation

- Fitness
- Stress Management
- Financial Well-being
- Group Events
- Retirement Readiness
Selecting Initiatives

GET OUT OF THE GATE!
Selecting Strategic Partners

External

• Insurance company
• Benefits Broker/Consultant
• Wellness Providers/Consultant
• Cultural Fit
• Long-Term Relationship
Selecting Strategic Partners

Financial
  • Cost Sharing

Internal
  • Senior Management
  • Finance
  • HR
  • IT
Communication

Creativity and Diversity

• Open Enrollment Meetings
• Departmental Meetings
• Intranet and Internet Site
• Newsletters
• Event Calendars
• Surveys
Communication

- Kitchen Materials
- Training Sessions
- Brochures and Posters
- Desk Drops
- Email Announcements
- *Road Show Face-to-Face Presentations*
Communication

• Branding

• Word of mouth

• Encouraging and sensitive to personal issues

• Quick access to sites
### Communication

- Intranet
- Twitter
- Mobile App
- On-demand demos
- Videoconference

- Facebook
- Google
- Blogs
- Webcasts

- **Repeat, Repeat, Repeat, Repeat, Repeat, Repeat . . .**
Program Timeline

2007

- July Kickoff Breakfast
- Weekly on-site yoga class
- Quarterly lunch and learn programs began
- On-site flu shots began
Program Timeline

2008

- On-site AED/CPR program began
- SimplyEngaged® Program launched with biometric testing in partnership with UHC
- VA Tech and National Institute for Health Study began
- Jack Hyatt Quarterly Financial Education Program began
Program Timeline

2009

• SimplyEngaged® Program onsite presentation with biometric testing in partnership with UHC in California, Nevada and DC

• Wellness program sponsored community event

• Intranet site launched
Program Timeline

2010

- On-site AED/CPR training in California, New Mexico, Nevada, D.C. and Denver
- Bike Share program launched
- Additional weekly yoga class added
Program Timeline

2011

• Eight week UHC Lose and Win class began in Denver

• Wellness partners with Karma

community+connection
2012

- On-site AED/CPR training added Family and Friends program
- Boone Heart Institute discount and on-site testing
- Wellness vendor RFP and selection
2013

• Total Well-Being program launched
  – On-site and webcast presentations including demonstration of site
• Onsite biometric testing at all large offices
• Denver fitness center opened
• Gym reimbursement for other offices
• Bike storage room built in Denver
Program Timeline

2014 and 2015

- Total Well-Being program continued
- On-demand wellness site demo available on intranet
- LuckyBolt health food service introduced
- First official budget
- On-site ergonomic training
- Standing desks introduced
Program Timeline

2016 and 2017

- Total Well-Being program continued
- First firm-wide challenge, Walk Across America
- Third yoga class
- On-site healthy cooking class
- On-site self-defense class
- Wellness program on website
- Employee Assistance Program
Strive to Inspire

2017 Program Launch = 500 Points

Earn 500 points between January 16, 2017 and February 12, 2017 and be entered into a drawing to win one of five $100 gift cards.

Explore = 5,000 Points

Earn 5,000 points by May 1, 2017 and be entered into a drawing to win one of ten additional $100 gift cards.

Achieve = 10,000 Points

All employees who earn 10,000 points will receive a $100 gift card.

Inspire & Pay it Forward = 15,000 Points

Employees who reach this level will receive an annual $180 discount on their Brownstein group medical plan in 2018 if enrolled in the Brownstein medical plan. Employees not enrolled in the Brownstein medical plan in 2018 will receive four $10 Visa gift cards, to be distributed at the end of each quarter in 2018. You also will be entered into a drawing for a $1,000 cash prize with a matching gift donated to the charity of the winner's choice.
Strive to Inspire

Log in

Your Email
Forgot Email?

Your Email

Password
Forgot Password?

Your Password

Log In

or log in with:

Facebook
Twitter
Google
Lessons Learned

Doing your best means to take action. You can have many great ideas in your head but without action upon an idea, there will be no manifestation, no results and no reward.

The Four Agreements
Don Miguel Ruiz
Lessons Learned

HAVE FUN!