



Innerfit was founded in 2016 to help companies have a positive impact on employee wellbeing and boost performance

A photograph of a diverse group of people holding hands in a circle, symbolizing teamwork and support. The image is overlaid with a semi-transparent dark grey rectangle.

Innerfit Wellbeing Excellence Benchmark

2019

What Does Wellbeing Excellence Look Like?

If you want to boost wellbeing and performance, you need to shift your perspective on how wellbeing impacts your business today, and understand how to create real sustainable behaviour change for the future.

How to Get Senior Leadership Buy-In

If there are senior gatekeepers in your organisation, how do you make a solid business case for a workplace wellbeing programme?

You need to speak the language of the boardroom.

The good news is that the data is on your side.

96% of employers see a direct correlation between health, wellbeing & performance (Aon Benefits 2018). FTSE 100 companies who prioritise engagement outperform 10% (Soma Analytics 2018)

So, is the wellbeing of your team giving you a competitive edge or costing you dearly?

Wellbeing could be costing you in 4 ways:

- 1 Not Attracting & Retaining Talent**
Low retention & recruitment of top people
- 2 No Team Spirit or Togetherness**
Weak team bonds
- 3 Not Tuned-in**
High absenteeism & presenteeism
- 4 Not Performing Well**
Low motivation and engagement

Most companies today *say* they recognise the importance of wellbeing.

Yet, only 30% of private sector employers have a specific wellbeing strategy. The rest act flexibly on an ad hoc basis (CIPD 2019).

So how can you change the status quo and use wellbeing to boost performance?

How Do Leading Companies Do It?

Leading companies use wellbeing as a competitive advantage. They are:

1. Measuring Business Performance

Leading companies *know* wellbeing boosts performance.

They evaluate the impact of wellbeing activities have and are more likely to report positive outcomes as a result.

They aim for sustainable wellbeing change.

2. Inclusive & Engaging

Leading companies design and deliver an inclusive and engaging wellbeing strategy.

They understand what employees actually need and design wellbeing activities to address them. They run a team-effort, rather than a prescription from the top.

3. Proactive & Preventative

Leading companies focus on proactive & preventative measures, rather than reactive benefits.

They use data and feedback to highlight key areas to focus on and forecast the most valuable areas to address.

4. Responsible & Accountable

Leading companies have a dedicated wellbeing team responsible for setting a strategy and calendar.

They set clear objectives and take ownership of how well the strategy impacts business performance.

5. Consistent & Coherent

Leading companies boost wellbeing year-round.

They set the strategy and calendar >3 months ahead, including a mix of one-offs & regular sessions linked to key dates.

Why Does Wellbeing Matter to You?

If you want to use wellbeing to boost performance, you must first benchmark where you are today:

1. WHAT ARE THE BIGGEST CHALLENGES YOU FACE?

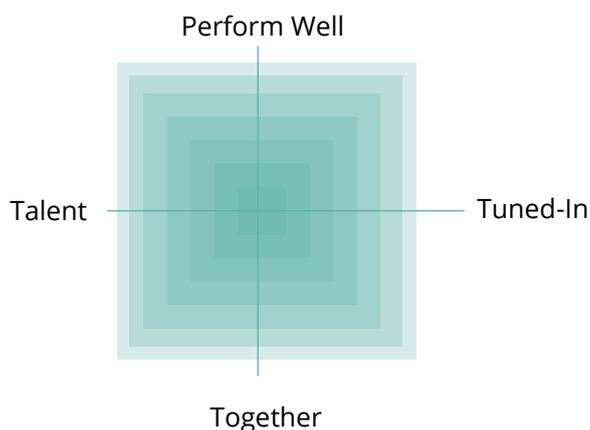
Using the definitions on the previous page, indicate the main challenges you face.

In each area, try to identify gaps in the approach today

Out of 7, to what extent are you struggling with:

(7 = completely agree; 1 = completely disagree)

-  Not Winning Talent
-  No Team Spirit
-  Not Tuned-in
-  Not Performing Well



2. WHAT DOES SUCCESS LOOK LIKE?

What is the vision for: 1 year, 3 years, 5 years?

Now you know what business performance measures you want to impact you can think about how to deliver sustainable behaviour change.

Successful workplace wellbeing strategies deliver three things: Message, Accountability and Proof

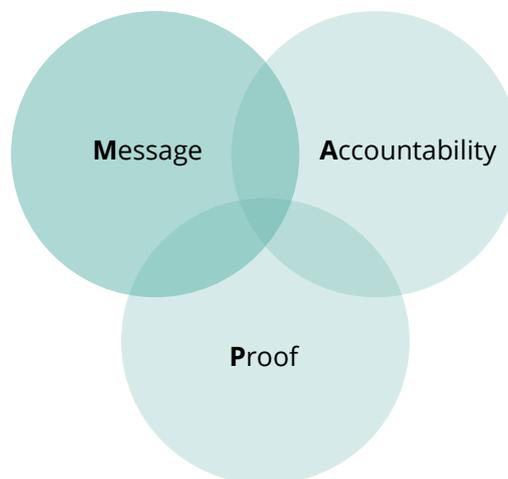
Most workplace wellbeing today focuses on the **message**:

Message: Focusing only on message and you give your employees some knowledge

Sustainable behaviour change also requires:

Accountability: Most people are 33% more likely to achieve goals if they are written down a commitment to progress reports is made. If you do not offer your employees accountability, do not expect action.

Proof: Success breeds success. If you do not track the impact of your wellbeing activities, you cannot make the business case for future investment



How Will You Deliver Sustainable Change?

Message – Identifying the right content & sessions for your employees

Time is precious. Teams are diverse. Leaders deliver activities with the right message, at the right time

Wellbeing is:

Inclusive & Engaging – offers something for everyone and delivers content in an inspiring way

Consistent & Coherent – is linked to a wider calendar and vision

Proactive & Preventative – linked to insights into what employees need, now and predict

Accountability – Offering the support needed for sustainable change

Change is hard. Most people need support and accountability. Leaders integrate accountability into the wellbeing sessions they offer to ensure behaviour shifts and healthy habits are built over time

Wellbeing comes with:

Responsibility – is 'owned' across the company, from senior leaders to junior ambassadors

Accountability – is delivered with help from trusted service providers, rather than 'plug n' play' one-offs

Proof – Measuring the impact wellbeing sessions actually have

You can only manage what you can measure. Leaders know that wellbeing boosts performance because they measure the impact it has on key business drivers

Wellbeing is Measurable:

Linked to business performance metrics

Tracked and measured over time to continually inform and refine the overall strategy

3. ARE YOUR WELLBEING ACTIVITIES ACTUALLY DRIVING SUSTAINABLE CHANGE?

Score your existing offer out of 7 on how well it:

- **Message**- Delivers the right **message** for your team
- **Accountability** - Holds your team **accountable**
- **Proof** - Measures the impact wellbeing has

4. CONSIDER HOW TO CHOOSE THE RIGHT WELLBEING PROVIDER

If you are seeking external help to boost wellbeing, ensure your provider can answer these questions:

Message – will they deliver engaging and inclusive content on the wellbeing topics we need?

Accountability – will they offer the support and accountability to drive sustainable behaviour change?

Proof – will they provide evidence of the impact the wellbeing sessions have had?

5. DECIDE IF INNERFIT CAN HELP

At Innerfit, we will help you choose the best way to improve wellbeing and performance at your business. We would love to speak with you: www.innerfit.co.uk @innerfituk chris@innerfit.co.uk