

Hooking the 80%

HAPPY BODY AT WORK
Energy - Resilience - Performance

ABC Commercial

MENTAL HEALTH
matters
AWARDS

WINNER
**WORKPLACE MENTAL HEALTH
PROMOTION & WELLBEING AWARD**

WayAhead
Mental Health Association NSW

Mental Health
Commission
of New South Wales

[FIND OUT MORE](#)

What is everyone looking for?

- A wellbeing initiative that can be **tailored** for different sectors
- A consistent **data** set
- A **platform** on which ongoing wellbeing initiatives can be built
- A **cost benefit**/analysis
- Helps transitions to **agile and flexible**
- **Scalability**
- **minimal external oversight**
- **Evidence based** messaging
- A way to **link** data to decreases in **frequency, duration and number of claims**

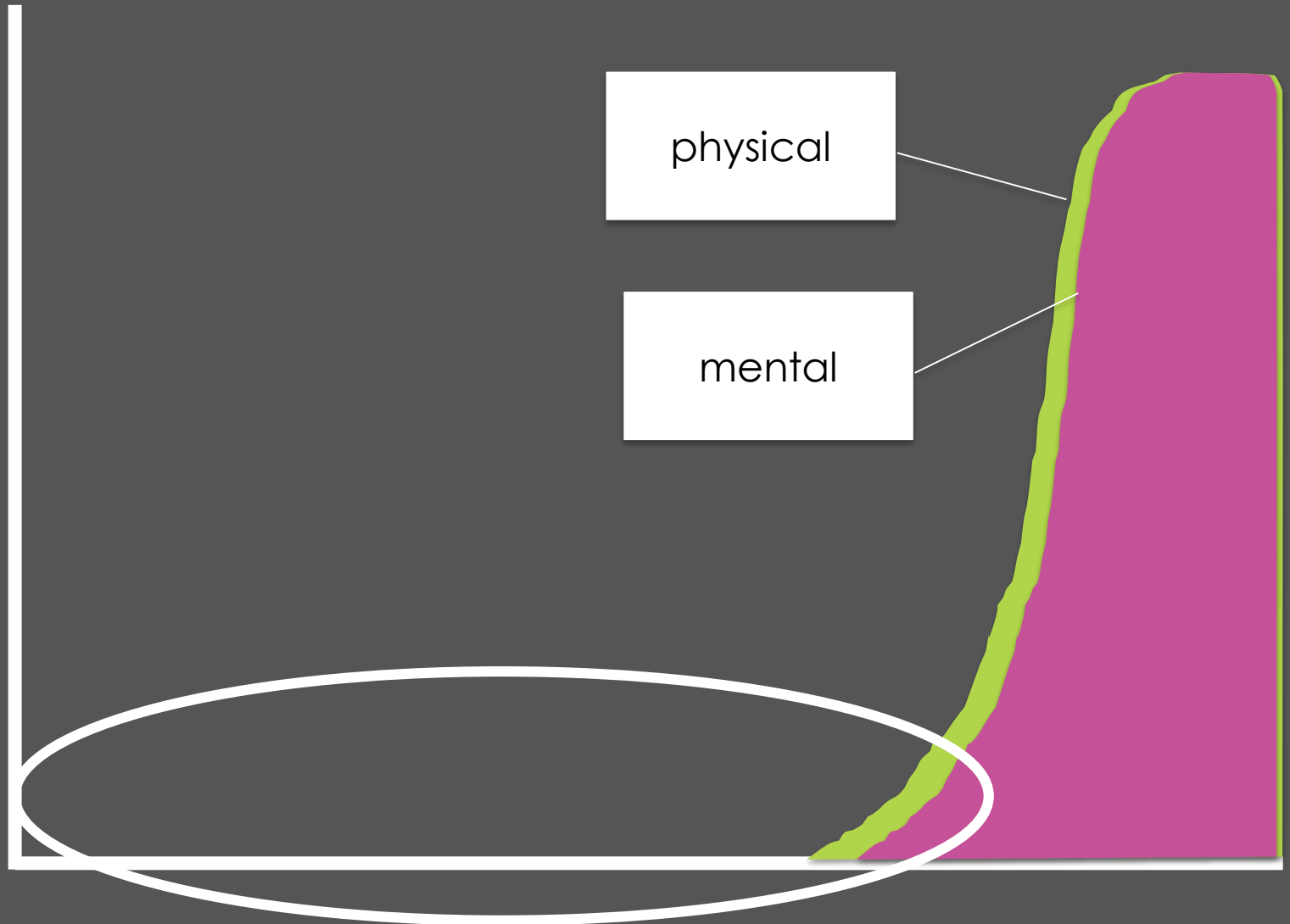


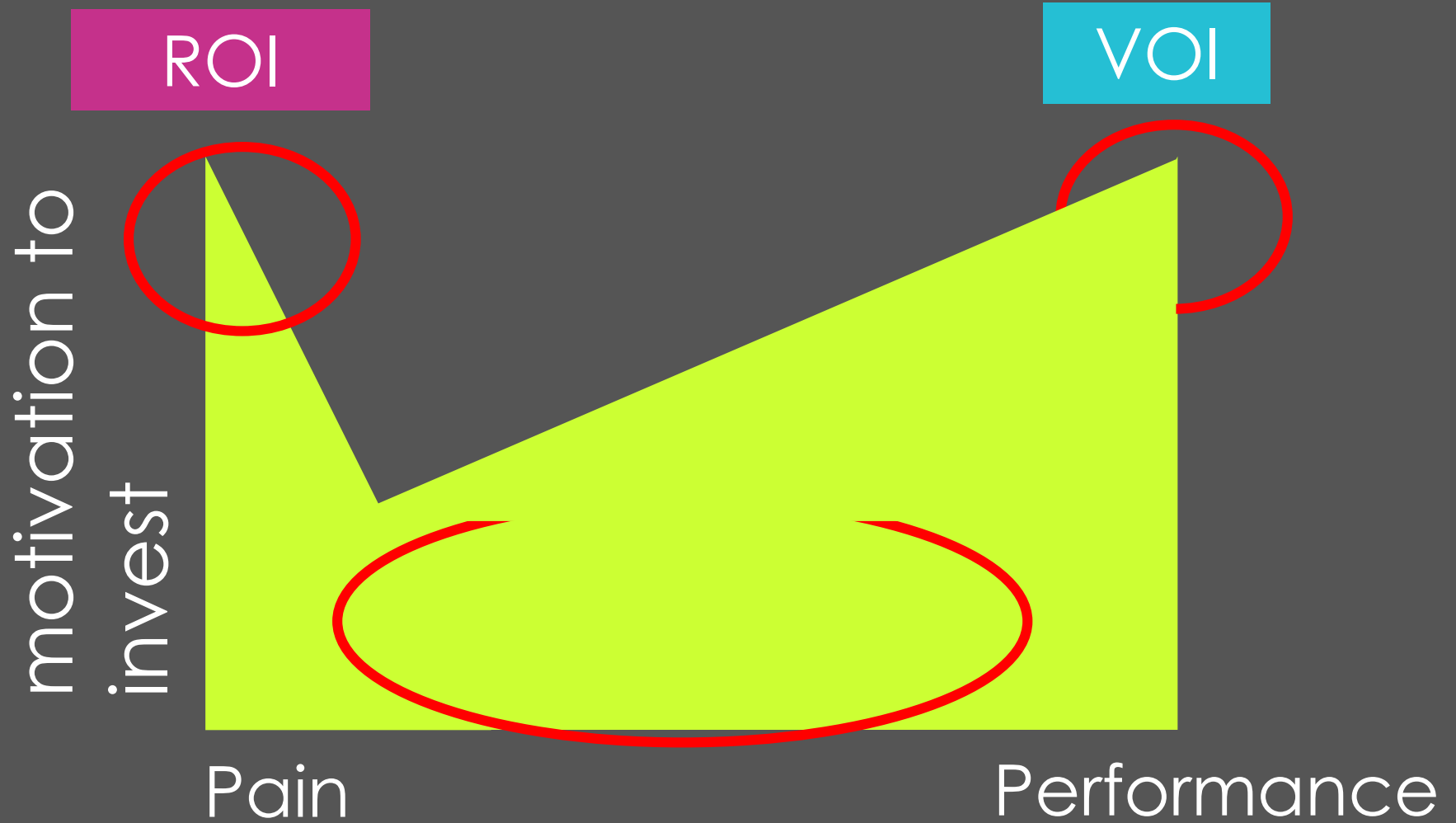


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WELLBEING

Motivation to
engage





Organisations
Transformation

The diagram consists of two green rectangular boxes at the top, each with a green arrow pointing upwards from its top edge. The left box contains the text 'Organisations Transformation' and the right box contains 'Physical Transformation'. Below these two boxes is a single, wide orange rectangular box containing the text 'Personal Resilience'.

Physical
Transformation

Personal Resilience

OUR CLIENT BASE

Some of our clients:

PRIVATE SECTOR



EDUCATIONAL



PUBLIC SECTOR



NOT FOR PROFIT



What is the value of X for this person in this role?

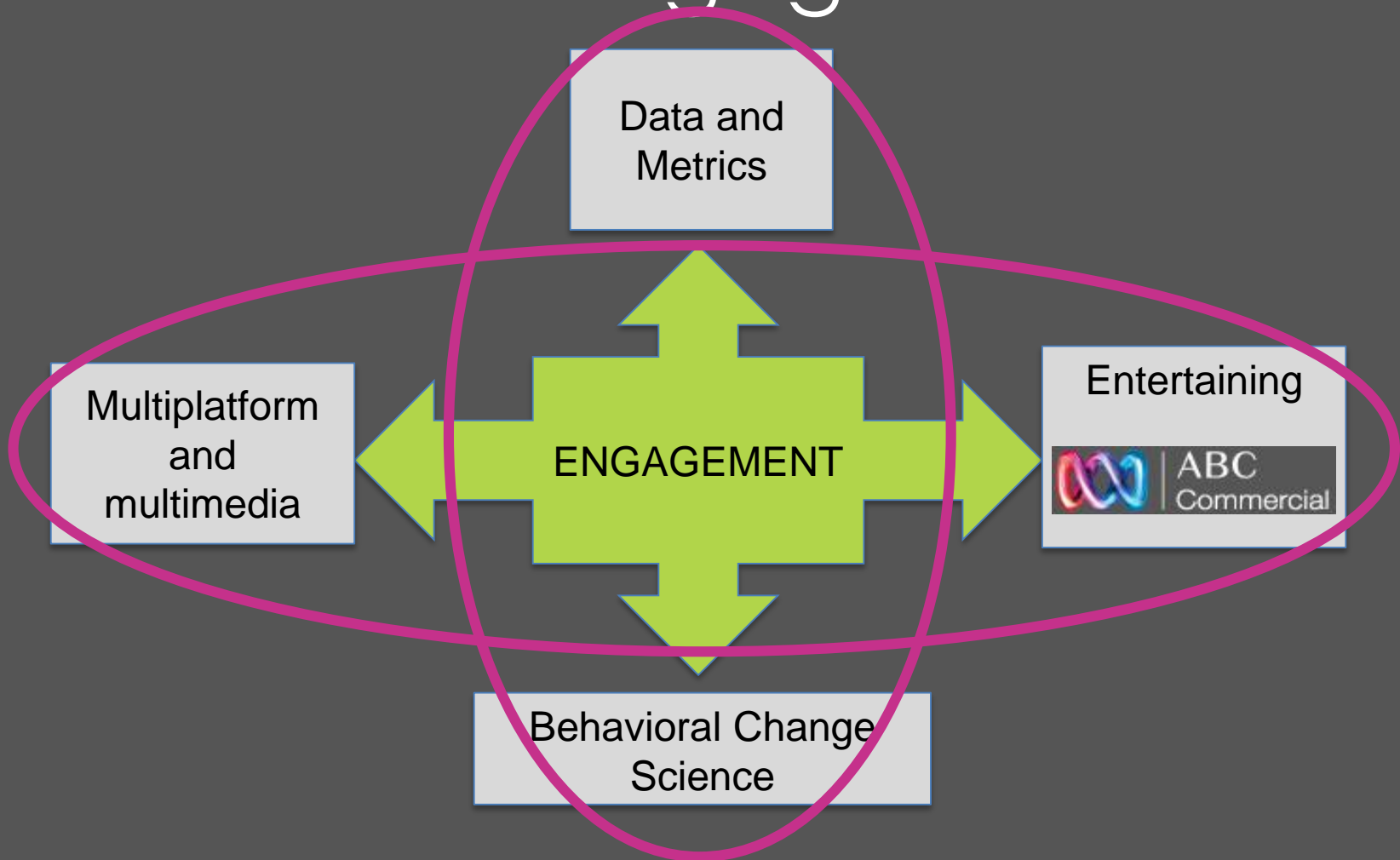
CFO/S
MT

employee

If you want to go from GOOD TO GREAT



How do you engage the disengaged?



This won't add load

Individual value

Organisational
Wellbeing Strategy

Key findings

from your pre-program survey

Snapshot

of your engagement



Snapshot

of results*

↑ PRODUCTIVITY

↑ STAFF SATISFACTION

↓ DECREASE RISK

* of the people who completed the exit survey

Value proposition and ROI

ROI and cost benefits

Australian studies conducted by Medibank Private have estimated average ROI from workplace wellness programs at 300%. Some international experiences have been quoted as high as 1,300%. In comparison to other initiatives to improve productivity, workplace wellness programs stand out as an excellent investment (Via Wellness, 2010. Why Wellness. www.viawellness.com.au).

In Australia, within organisations that focused on employee wellness, employees were:

- Five times more likely to be engaged
- Three times more likely to stay in the first year
- Two and a half times more likely to say that their organisations were creative and innovative
- Three times more likely to identify their organisation as a high or an above average performer

Sims, J Right Management. Presentation to the Health and Productivity Management Conference 2010

Being a wellbeing program, we are unable to nominate a specific financial ROI on HAPPY BODY program implementation.

However we are able to estimate a value based on employees who completed the post program surveys from rollouts to over 20,000 employees over the last two years.

Based on your survey results HAPPY BODY has delivered:

91% of employees are coping better with workload and stress

63% have more energy

25% are less tired

Assuming that this delivers a minimum 20% improvement in productivity this would equate to the following ROI estimation:

20% uplift based on average salary of \$120,000 = \$24,000

$$\frac{\text{ROI } \$30,000 - \$99,95}{\$99,95} = 300 \text{ times}$$

We could therefore conservatively estimate HAPPY BODY delivers ROI of a multiple of 300.

First there were Happy Bodies!



Wellbeing needs Strategy

Lunch and
Learn
sessions

EAP

Skin
Checks

Health
Checks

Mindfulness
Seminars

Pedometer
Challenges

Wellbeing
Week

Wellbeing
Portals

HBAW was created as an ENGAGEMENT PLATFORM



HAPPY BODY AT WORK

Energy · Resilience · Performance



WELCOME TO **HAPPY** PEOPLE





MACQUARIE
University

HOOK
THEORY

RIPPLE
THEORY

INTERVENTION
MAPPING

Psychological
Learning Theory

EVALUATE

SUSTAIN
CHANGE

MEASURE

ENGAGE

PILLAR
CONTENT

EMBED



Use the forces of evil for good



THE WALL STREET JOURNAL.

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“We believe both of these industries, **HEALTH CARE AND EDUCATION** which historically have been highly resistant to entrepreneurial change, are primed for tipping by great new **software-centric entrepreneurs.**”



LIFE



A diagram illustrating the relationship between the mind and the body. It features two thick, curved, lime-green arrows forming a circular loop. The top arrow points from the word 'mind' to the word 'body', and the bottom arrow points from 'body' back to 'mind'. The words are written in a white, lowercase, sans-serif font on a dark gray background.

mind

body



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Exclusive Offer for WHPN Members

- A **consult** with a HBAW wellbeing strategist
- **10% discount** for any of the HBAW programs purchased before the **end of the financial year**.

To redeem this offer

Give your **business card** to a HBAW team member and we will contact you later

www.happybodyatwork.com.au
[Contact Us form](#)