

The logo for Springday, featuring the word "spring" in a lowercase sans-serif font, followed by a vertical bar, and then "day" in a lowercase sans-serif font.

spring|day

Four Key Journeys For Your **Workplace Wellbeing Strategy**

Troy Morgan
Head of Wellbeing Strategy
Springday

HAPPYBODY
AT WORK
Engage. Rejuvenate. Perform.

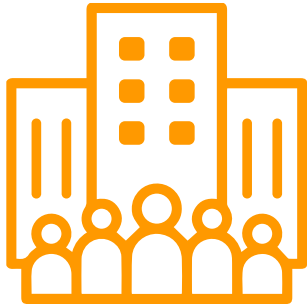


My Journey into Corporate Wellbeing

spring|day



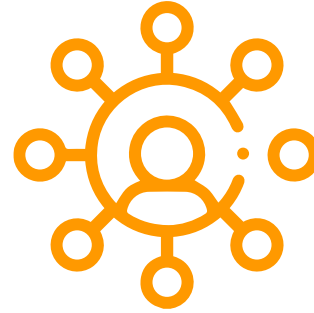
4 KEY JOURNEYS



Organisational



**Team/
Department**



Individual



Partners

Organisation Journey

Aligning the health and wellbeing strategy to engagement and demonstrated aggregated individual need



CONTENT



PROGRAMS



EVENTS



REPORTING



ORGANISATIONAL ASSETS AND RESOURCES

Team Journey

Targeted strategy based on aggregated individual team member engagement and need



BESPOKE PROGRAMS



BESPOKE EVENTS & CHALLENGES



GAMIFICATION REVIEW

Individual Journey

Resources and tools for employees anywhere, anytime they can navigate to based on their individual engagement and needs



WELLBEING TOOLS



PERSONALISED PROGRAMS



LIBRARY OF CONTENT



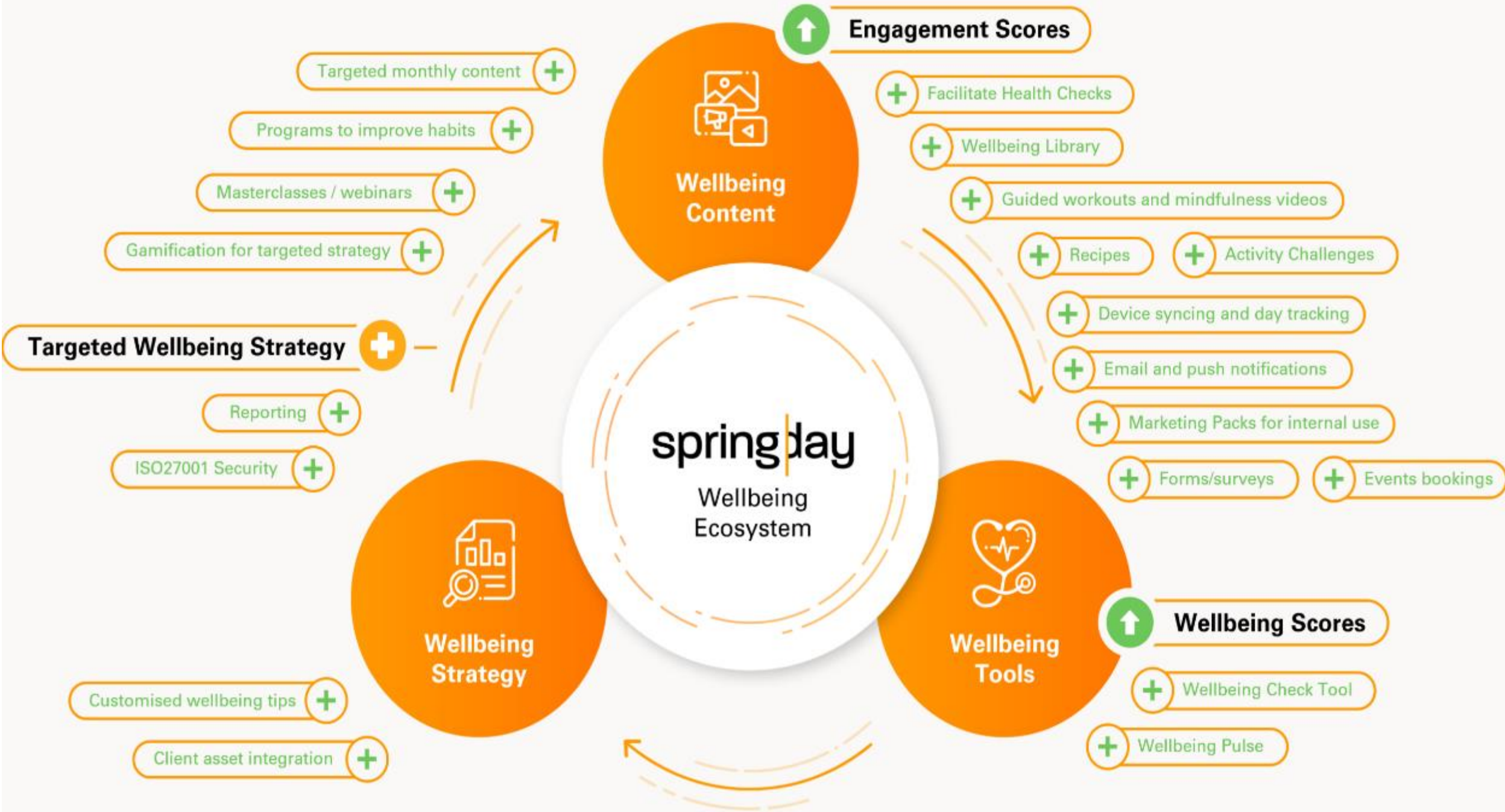
The definition of workplace wellbeing has shifted dramatically over the last decade.

Traditional Organisational Approach to Wellbeing



Organisational Wellbeing Curve

PRIMARY OBJECTIVE	Compliance	Productivity	Engagement	Brand equity
OUTLOOK	Short cycles	Annual	Mid-term	Continuous
PROGRAMMES	Isolated	Multi-pillar	Comprehensive Multi-pillar	Behavioural based
ANALYTICS	Risk & disease	Claims & vendors	Aggregated	Predictive
GOVERNANCE	Part-time resource	WB champs	WB council	Sr mgt. oversight



Monthly wellbeing strategy & content keeps things 'fresh'



JANUARY
FUTURE PROOFING



FEBRUARY
MASTERING MOMENTS



MARCH
HAPPINESS & HEALING



APRIL
ACTIVATE MODE!



MAY
FROM PRESSURE TO PURPOSE



JUNE
FINESSE YOUR FINANCES



JULY
WINTER RENEWAL



AUGUST
NOURISH & NURTURE



SEPTEMBER
SWITCHING GEARS
(INTO DRIVE)



OCTOBER
LOOKING UP



NOVEMBER
BETTER THAN COFFEE



DECEMBER
THE FINISHER



Individual Journey

Wellbeing is the active process of becoming aware of and making choices towards your more successful existence



Considering the 'WHOLE' BEING across 5 key pillars of wellbeing



PHYSICAL

Your current state of physical health: body, movement, energy, sleep, nutrition



EMOTIONAL

The state of your mental health like positive emotions and stress levels



SOCIAL

How you feel about your social relationships within and outside work



CAREER

How satisfied you are in your present job, including how often you feel positive, engaged and productive

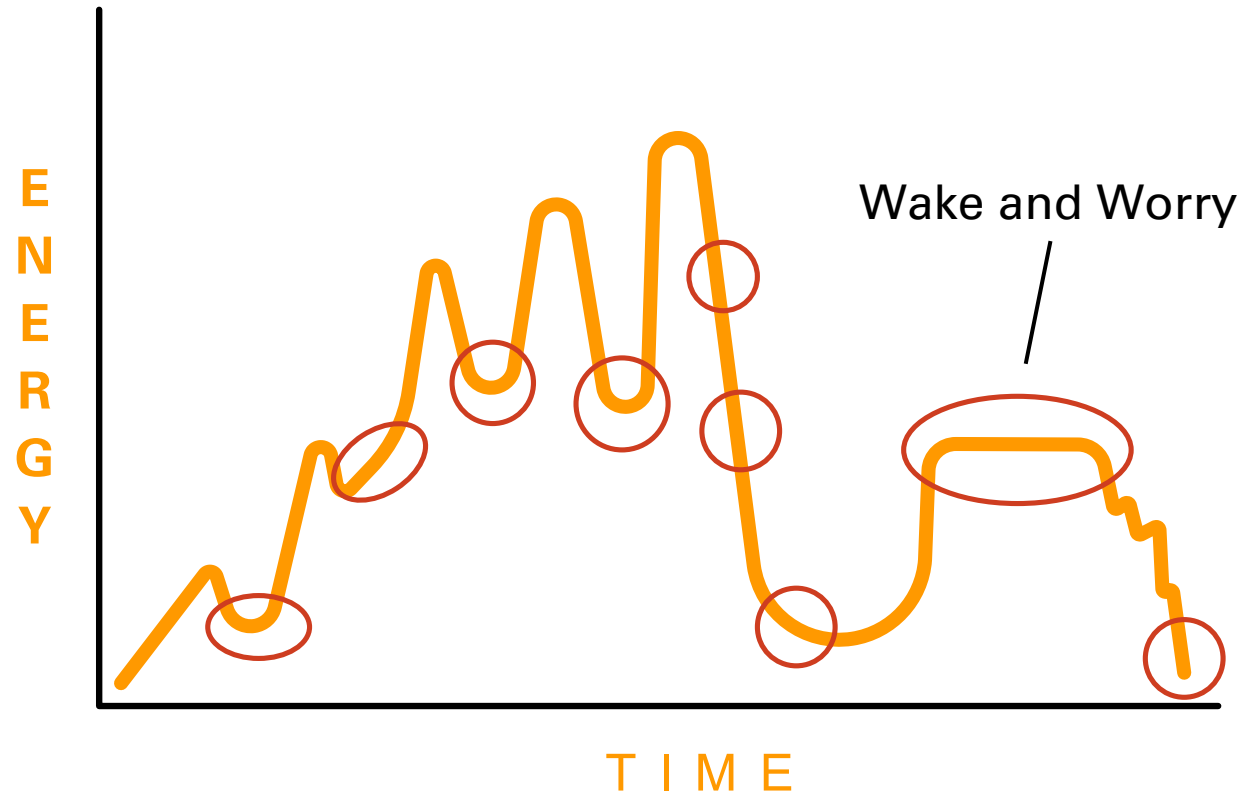


FINANCIAL

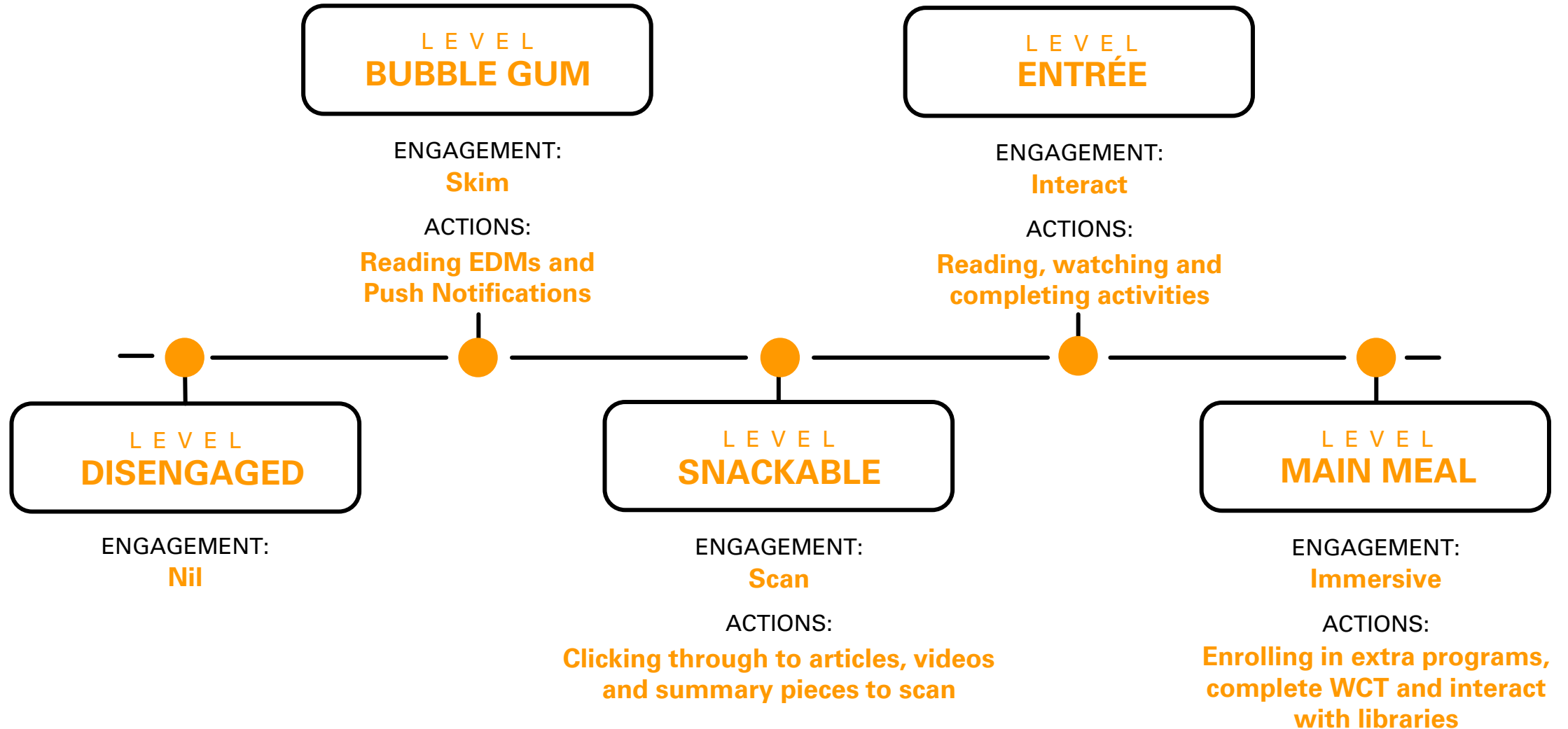
How satisfied you feel with your current financial situation, including managing your finances



Self Medicating – Energy Cycle



Understanding Employee Engagement

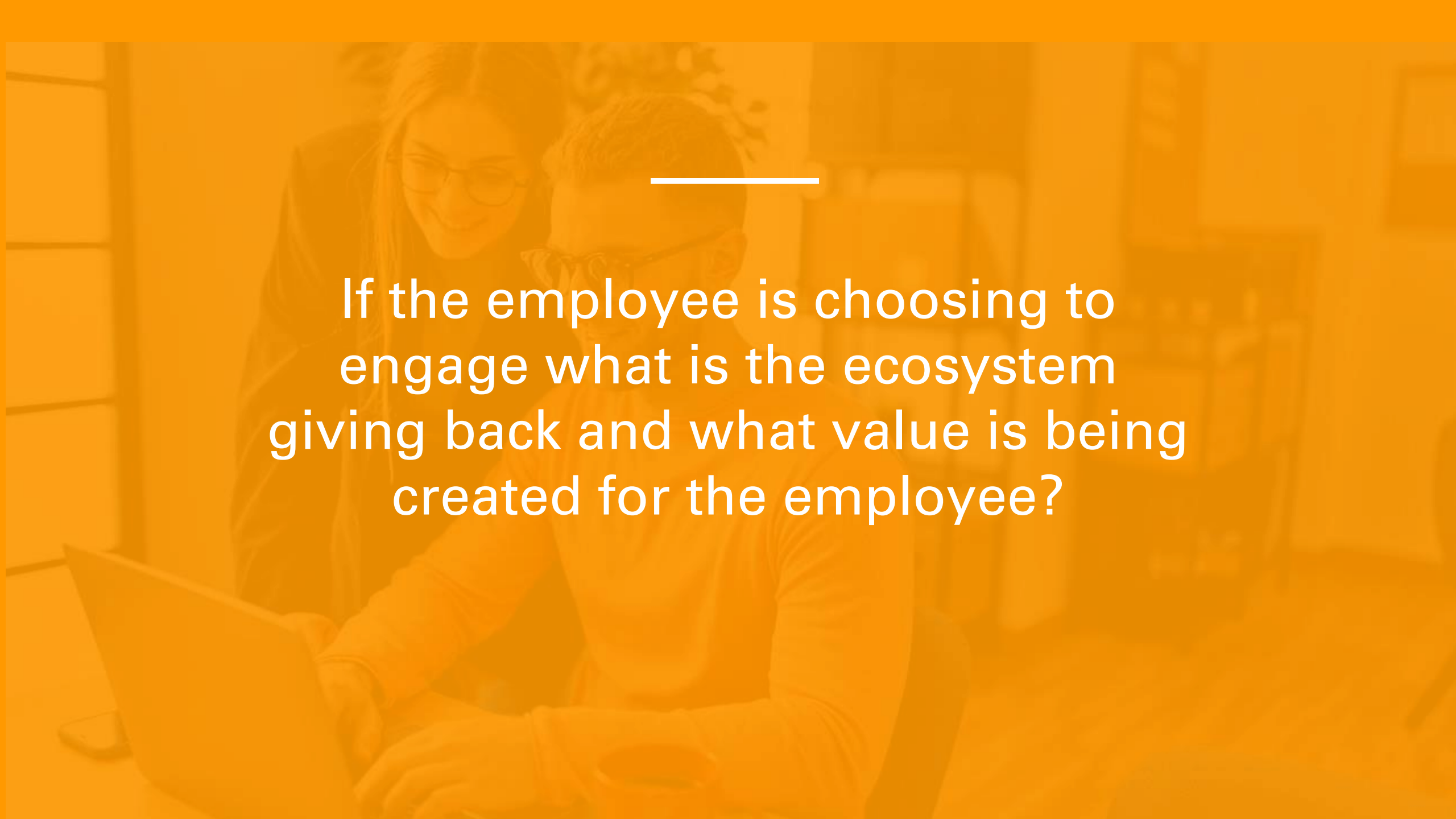


Marketing Packs

CONCEPT

Social Media Snippets
Leadership Agenda Tools
Newsletter Snippets
Masterclasses
Screen Savers





If the employee is choosing to engage what is the ecosystem giving back and what value is being created for the employee?

X



Quick Pulse Check

How are you feeling today?
Slide between 1 and 5 to tell us your scores.

Bad
1

Neutral
3

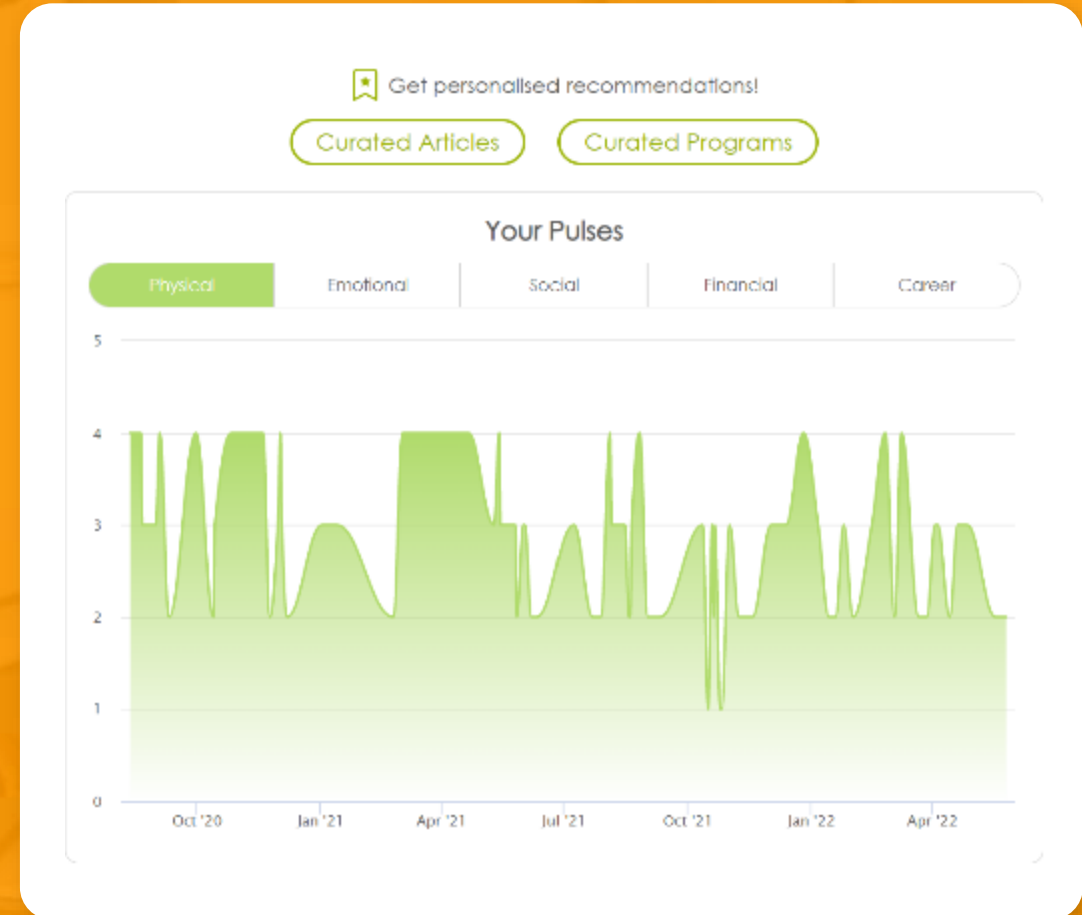
Great
5

Physical		<input type="range"/>
Emotional		<input type="range"/>
Social		<input type="range"/>
Financial		<input type="range"/>
Career		<input type="range"/>

CHECK - IN



Engagement with wellbeing tools allows personalisation



Curated programs are an enabling tool for change

Programs that are self-paced and self-guided engagement boosting tools help target specific habit or lifestyle changes through a mix of tips, hacks and activities from experts based on employee responses.



**BESPOKE
CONTENT**



HOLISTIC



SELF-GUIDED



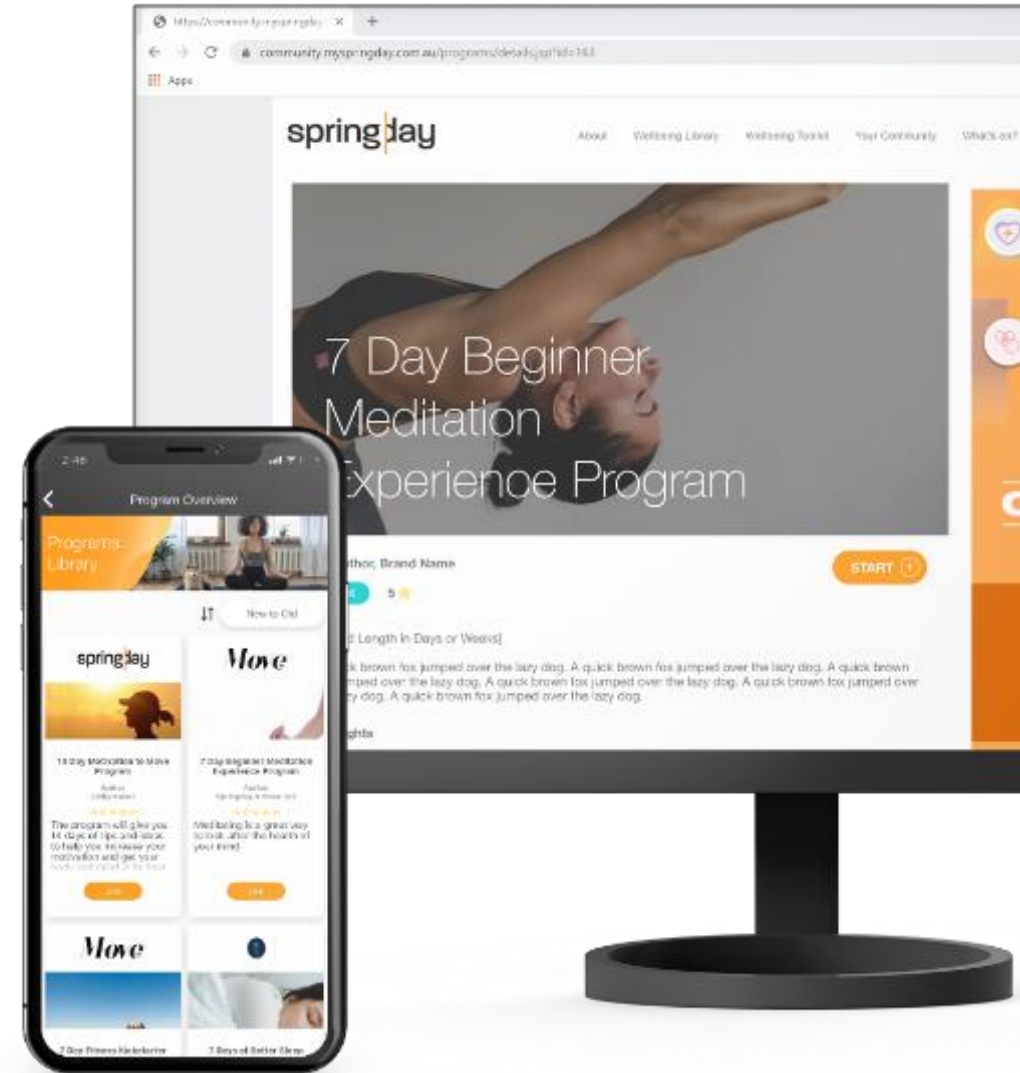
GAMIFIED



REINFORCING



SNACKABLE





—

What value will reporting provide to
each of the journeys?



4 Key Measurement Areas


1. Engagement
2. Wellbeing
3. Health
4. Productivity

1. Engagement Score: Metrics

- Total activations
- Monthly activations
- Synced devices
- Email open rates and click-throughs
- Visitor analytics
- Visitor demographics

- Top content
- Wellbeing Programs
- Event attendance
- EAP and Coaching Bookings
- Forms completed
- Activity challenges
- Gamification levels

2. Wellbeing Score: Metrics

X

?

Quick Pulse Check

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3

5

Physical

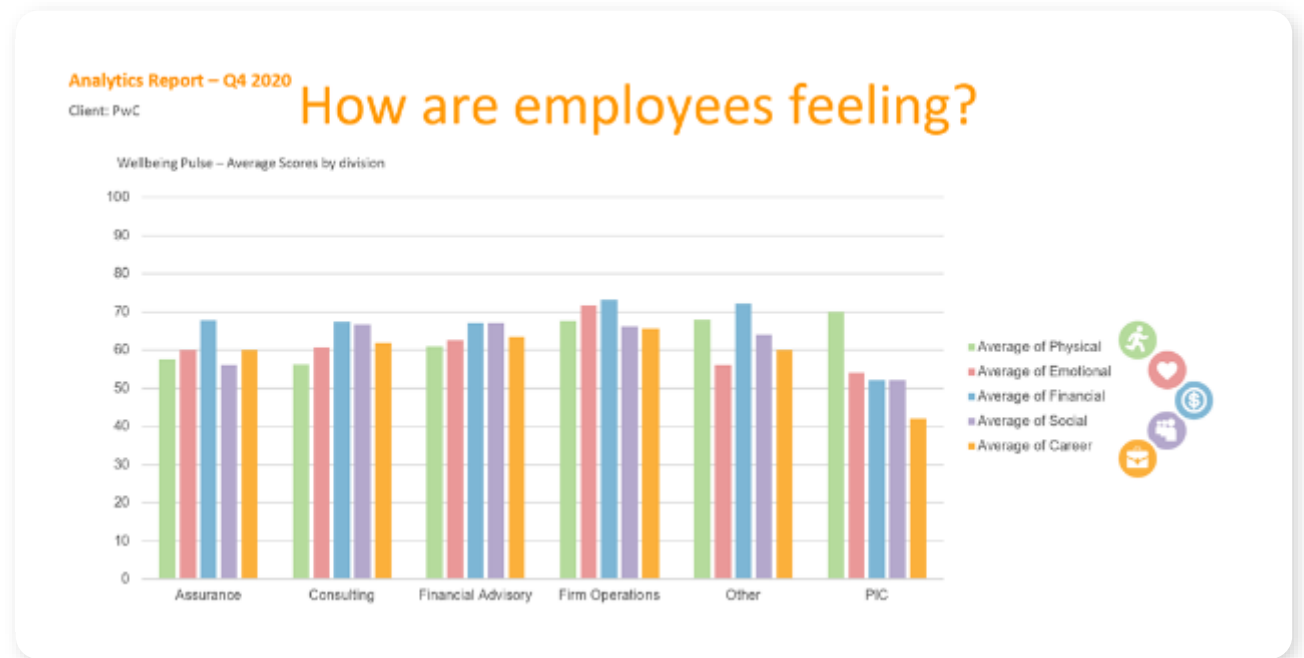
Emotional

Social

Financial

Career

CHECK - IN



3. Health Score: Wearable Data

(increase in activity/sleep etc),
% flu vacs/skin checks, exec health checks





4. Productivity Score:

Combining wellbeing data with absenteeism/presenteeism
other surveys and in-house measures

Reporting needs to provide

for both leaders and individuals

VALUE FOR LEADERS



Get **engagement data** that can be used to tailor your wellbeing strategy



Get **wellbeing pulse data** and measure the efficacy of programs.



Build new programs from your existing content providers.



Use programs to **boost engagement** across teams and organisational units.

VALUE FOR EMPLOYEES



Targeted **habit or lifestyle changes** over a short period of time.



Programs provide **flexibility** and allow on-the-go learning.



Gratification of earning extra points for completing the programs.



Quick way to **provide feedback** to the employer through the wellbeing pulse.

So, how can we implement a sustainable Workplace Wellbeing Strategy?

- Understand where the organisation sits on the organisational wellbeing curve
- Understand the four journeys
- Build a strategy built on the individual journey and choice points
- What value are you creating for the individual as a reward for their engagement?
- Build the reporting required across the four journeys that will deliver value and also build a dashboard of understanding allowing you to know if you are meeting strategy targets and also directs future strategy.

