

 bucketlist + **Wellable**

INSIGHTS FOR SUCCESS:  
**Uncovering  
Employee Wellness  
& Engagement  
Trends**



# OVERVIEW

Wellness is something that has increasingly gotten more attention over the years, especially since the pandemic. Priorities have shifted, and people are placing more focus on their health, relationships, and work-life balance.

As an employer, there are tangible benefits of prioritizing employee wellness and engagement. Companies with highly healthy and engaged employees experience lower rates of absenteeism and higher productivity. Recognizing this, organizations are increasingly investing in wellness initiatives and shaping their cultures to create an environment that supports employee well-being and engagement.

By exploring the trends around employee wellness programs and exploring the connection between wellness and engagement, Culture Leaders can create a workplace culture that not only attracts top talent but also fosters employee satisfaction, productivity, and overall success.

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# PART 1

## 2023 Employee Wellness Benefits Trends: Where Companies are Investing Wellness Dollars

### Shaping the Future of Employee Well-being

As organizations increasingly recognize the importance of employee well-being, strategically allocating their resources in key areas is crucial to cultivate a healthier and more engaged workforce.

This infographic, based on insights from [Wellable's 2023 Employee Wellness Industry Trends Report](#), explores the latest trends in employee wellness benefits for 2023, offering valuable insights through key statistics that reveal the priorities and investment strategies adopted by companies.

### Mental Health Takes Center Stage:

**91%** of employers plan to increase investments in mental health.

### Embracing Digital Solutions:

**49%** of employers plan to invest less in on-site fitness classes. **32%** of employers plan to invest less in on-site/near-site clinics.

### Stress Management and Resilience Remain Crucial:

**77%** of employers plan to increase investments in stress management/resilience.

### The Revival of Financial Wellness:

**65%** of employers plan to increase investments in financial wellness.

### Prioritizing Retention over Talent Acquisition:

Employers spend **\$2.9M per day** searching for replacement workers ([Zenefits](#)). **64%** of employers are planning to invest more in employee wellness benefits this year.

## PART 2

# Framework: How to Assess Employees' Unique Needs & Tailor Wellness Program Effectively

### Optimizing Employee Wellness through a Data-Driven Approach

Creating an effective wellness program requires understanding and addressing the unique needs of your employees. By utilizing data-driven methods and considering diverse elements such as employee demographics, job functions, health risks, and personal interests, you can tailor your program to promote a healthier and more productive workforce. This infographic outlines six key steps to assess your employees' needs and optimize your wellness initiatives.



# 6 Key Steps to Assessing Employees' Needs & Optimizing Wellness Initiatives



1

## Conduct Employee Surveys to Gather Feedback:

Initiate a survey to gather insights directly from employees. Ask about their overall well-being, current health concerns, stress levels, and their opinions on existing wellness programs. Utilize both quantitative and qualitative questions to capture comprehensive feedback.

## Analyzing Wellness Assessment Data and Identifying Health Concerns:

Initiating a thorough examination of data from wellness assessments, such as Wellable's [Personal Wellness Assessment \(PWA\)](#). Use this to pinpoint prevalent lifestyle habits and preferences, gaining a comprehensive understanding of employees' well-being. The data analysis can also help identify common health concerns and stressors that employees face, whether they are physical or mental health challenges, work-related stress, or certain lifestyle factors.



2



3

## Assess Current Workplace Culture and Support:

Evaluate the current workplace culture and support systems. Consider factors like work-life balance, employee engagement, and managerial support. Identify areas for improvement to enhance overall well-being within the organization.

## Evaluate Existing Wellness Initiatives' Effectiveness:

Assess the effectiveness of your current wellness initiatives by analyzing engagement levels, participation rates, and measurable outcomes (if applicable). Use this data to identify successful programs and areas that require adjustments or enhancements.



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# 6 Key Steps To Assessing Employees' Needs & Optimizing Wellness Initiatives

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## Seek Input from Management and HR Teams:

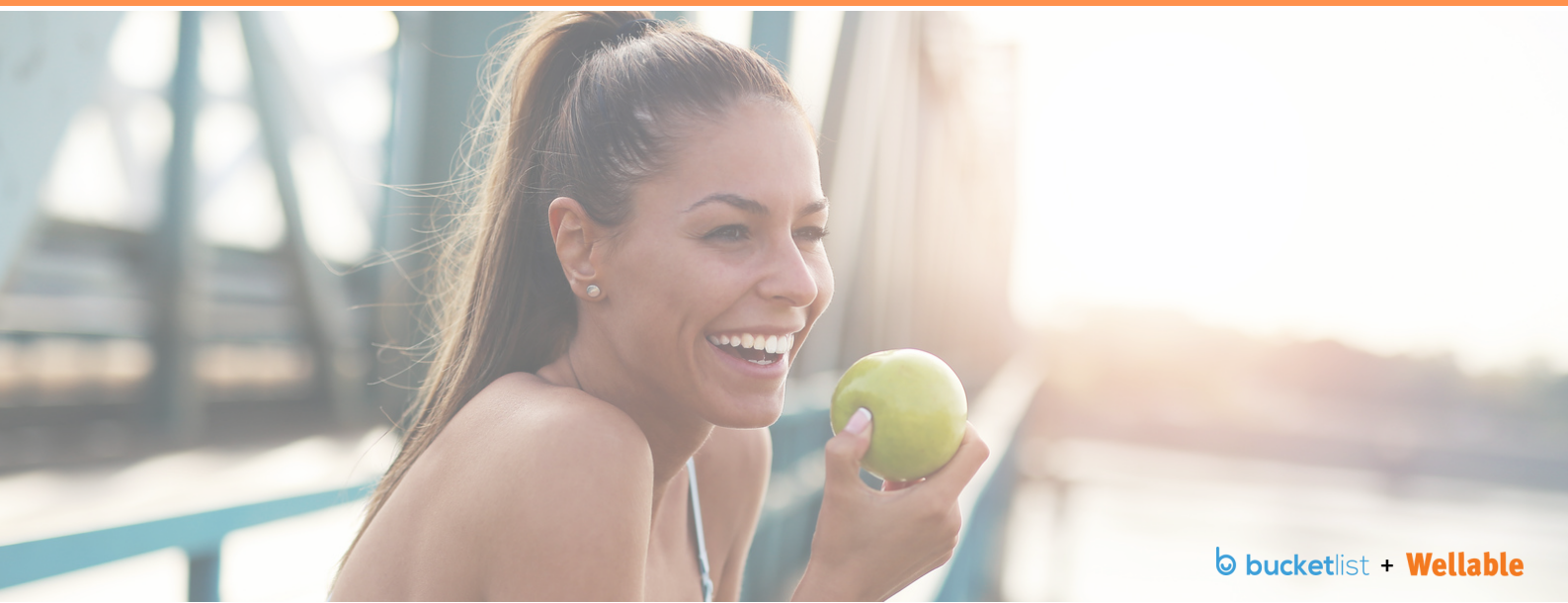
Involve management and HR teams in gathering insights on employee needs and align wellness goals with organizational objectives. Collaborate to identify key areas of focus and gain support for implementing tailored wellness initiatives.

## Consider Demographic Factors (Age, Gender, Job Roles):

Recognize that employees have diverse needs based on demographics such as age, gender, and job roles. Analyze data from different groups to tailor wellness programs that address specific requirements and preferences effectively.

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By following these steps, you can assess your employees' unique needs and tailor your wellness program effectively. Leveraging employee feedback, data analysis, workplace culture assessment, and demographic considerations helps to develop targeted initiatives that promote overall well-being and employee satisfaction. The emphasis on employee wellness ultimately leads to a healthier, happier, and more productive workforce.



# PART 3

## 4 Strategies and Tactics for Fostering Engagement with your Wellness Program

Now that you've designed your wellness program, how can you effectively promote participation?

**Here are the four strategies we recommend starting with!**

### Strategy #1

#### Incentivize Desired Behaviours

Incentives are a powerful way to drive engagement with any program! Think about examples from your own life - perhaps you've downloaded the Starbucks app and participated in their rewards program, or established an annual birthday tradition at Red Robins to enjoy a free birthday meal.

#### Did you know?

There is a 20-40% increase in participation when there are reward incentives

Similarly, incentives are a great way to promote your employee wellness program. The great news is, incentives don't necessarily have to involve heavy financial investment.

Here are some ways to utilize incentives:



bucketlist

Olga Karatchenia

A very heartfelt thank you to you Olga! You're really good at helping team members feel less stressed by breaking things down, sharing the load and moving things along. Really appreciate all your support and encouragement!!

50 POINTS



Write a comment...

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Dean | 5 hrs ago

I second this! You're the best!

## Incentive 1: Recognitions

Tap into the power of positive reinforcement. Highlighting participation in a wellness initiative creates a sense of recognition and encourages engagement. Rewarding certain behaviors shines light on expectations and provides an incentive for people to actively take part.

- 92% of employees are likely to repeat a specific action if given recognition for it (Zippia)

## Incentive 2: Awards

Creating customized awards to recognize specific actions or outcomes is a fun way to incentivize certain behaviors. Don't be afraid to get creative!

Here are some examples - a catchy name for an award can go a long way!



Wellness Warrior



Happy Snacker



Healthy Habit  
Hobbit



Hydrated Camel

### ENGAGEMENT TIP:

Avoid limiting awards to just top achievers. By opening up the criteria of awards being offered to acknowledge a wide range of individuals, you can inspire the larger community to participate.



## Case Study Corner

At Bucketlist Rewards, we see a variety of awards that our customers have crafted to boost employee engagement with their wellness initiatives.

For example:



### **Physical Exam Award**

This award was given to employees who completed their annual physical exam, promoting physical well-being.



### **New Home Award**

This award celebrates financial wellness by recognizing a significant financial milestone.



### **Movember Clean Shave Award:**

This award encouraged people to take part in an awareness campaign for men's health.

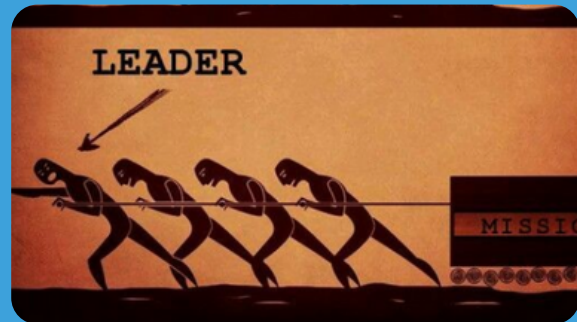
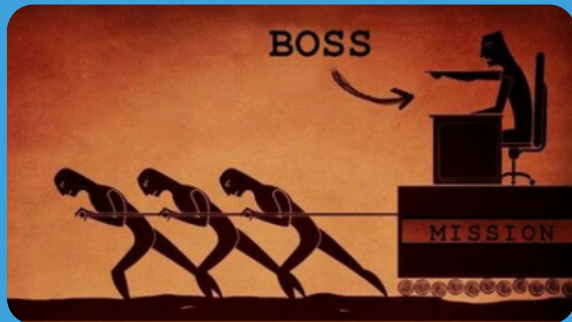


### **Wellness Check Point Award:**

To keep things simple, this all-encompassing award was given to team members who participated in any wellness initiative during the year.

# Strategy #2

## Model Participation from Top-Down



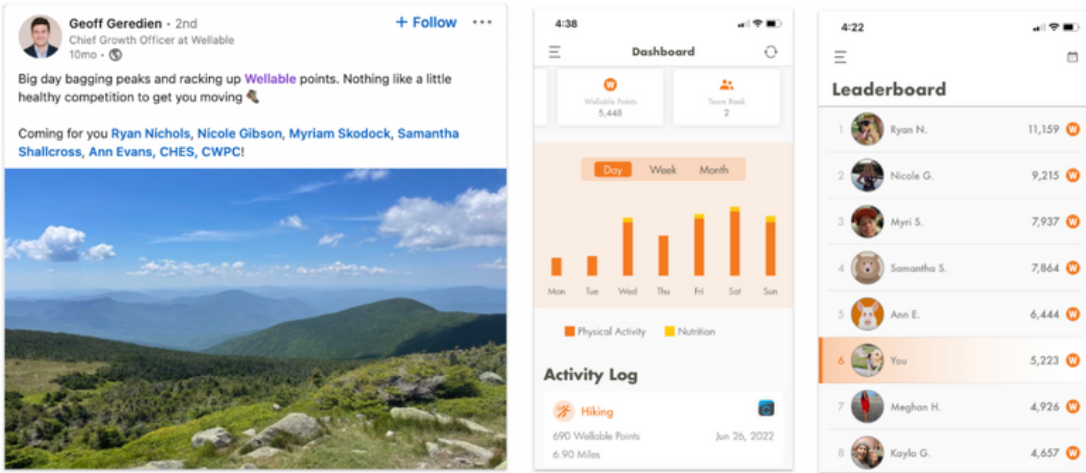
A true leader leads by example and inspires others to follow suit. When leaders are involved, it sets the tone for the importance of the wellness program, encouraging others to participate too!

**Employees with highly engaged leaders are 39% more likely to be engaged (Gallup)**

### 3 ways for leaders to lead by example and encourage engagement:

#### 1 - Participation in the company wellness program

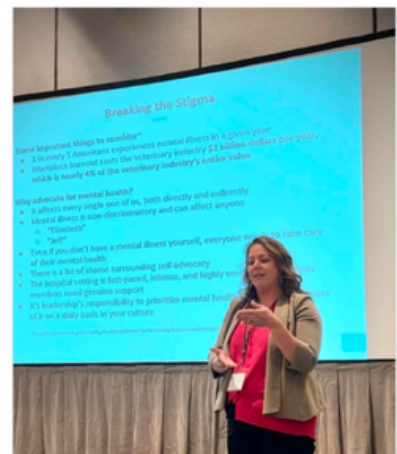
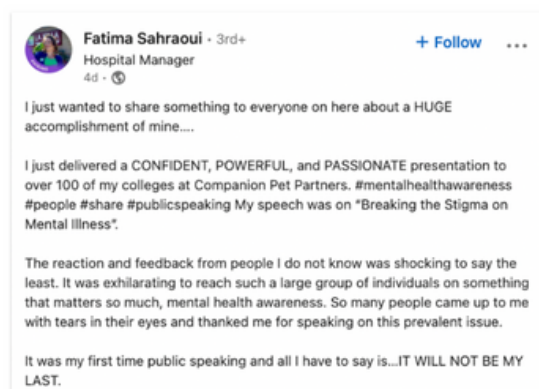
Leaders can model desired behaviors and encourage others to engage in wellness programs by participating themselves.



Check out this example from Geoff. He actively participates in the program and documents his journey to share with the team. Geoff showcases his progress through screenshots on social media, tags fellow team members, and acknowledges their achievements. His dedication is a clear demonstration of the program's importance.

## 2 - Being publicly outspoken about wellness

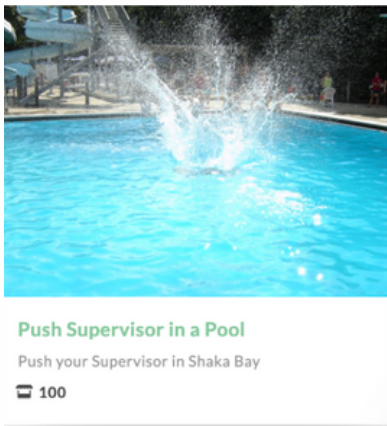
Another effective approach for leaders to engage their team and emphasize the importance of well-being is to publicly advocate for wellness.



Check out this amazing example from Fatima, a manager stepping outside her comfort zone to discuss the stigma surrounding mental health and express support for her team!

### 3 - Being willing to take part in “fun” incentives for the team

Linking engaging leadership with rewards and incentives, leaders should embrace a sense of fun and become a part of the team's "reward" experience.



For example, we've seen customers set custom items in their platforms as potential rewards. Perhaps, if your team collectively hits a wellness goal, they can choose to push their supervisor into a pool!

Here are some other popular rewards that leaders can partake in. The best part is, most of them are free and create lasting team memories for years to come:

- Pie the CEO in the face
- Shrink wrap the manager
- Pick your shifts for a month
- “VIP” office parking spot
- Pick the music for the day

The goal is for leaders to show their support for wellness initiatives and send the message that participation is important.

#### Did you know?

65% of employees prefer non-monetary incentives instead of monetary rewards

- Incentive Marketing Association

# Strategy #3

## Tie Initiatives to Company Core Values

Core values help the team understand what's important to the company so employees can be aligned with these values and reflect them. They provide expectations for desired behaviors!

In fact, 80% of employees felt more engaged when the work they're doing was consistent with the core values and mission of their organization (IBM).

Tying employee wellness initiatives to core values can help employees understand why wellness is important to the company.

So, what are some ways to tie the idea of wellness in with your existing core values? Check out these examples:



### **Bucketlist: Care for Each Other**

Promoting wellness is a way to take care of each other



### **Lululemon: Personal Responsibility**

We have a responsibility to ourselves to pursue wellness, growth, balance, and happiness



### **Storable: Be More**

Employees don't live to work; they work to live a bigger, bolder life



### **Wellable: Unlock Individual & Community Potential**

Focusing on personal growth and wellness helps support us in achieving our fullest potential

## REFLECTION QUESTION:

What are your company's current core values? And how can wellness initiatives be tied into them?



# Strategy #4

## Celebrate the Achievement of Personal Wellness Goals

Celebrating the achievement of personal wellness goals solidifies that wellness is important to your company's culture.

### 3 Key Steps to Creating a Culture of Celebration:

**Encourage conversations** around personal wellness goals. Give people opportunities to share what's important to them.

This can be done through various communication channels or existing team touch points:

- Wellness-themed channels on Slack or other communication platforms (e.g., #Fitness-Channel, #Food, #Daily-Walks)
- An agenda on weekly team huddles to talk about weekly personal and work-related goals - accountability buddies help!
- Fun watercooler discussion topics around wellness that pop up on apps like Donut

**Build a community** that supports your culture of health and wellness.

Talking about personal health and wellness can be difficult when a team's culture doesn't offer a safe space to support it. Historically, there's a stigma around talking about mental health in the workplace; 75% of employers believe that their employees are afraid to speak up about their health needs. To build a culture where people feel comfortable requires a sense of belonging and community. The more that individuals connect, the more they'll be able to relate and support their peers' health and wellness efforts.

So, how can you encourage people to talk about wellness and personal goals?

One powerful way is to utilize the power of peer-to-peer recognition. We've already discussed that recognition is a way to highlight desired behaviors. Encouraging this activity between peers, as opposed to just relying on leaders, will amplify discussions around wellness and build a sense of community around it.



Engagement when peer-to-peer recognition is **disabled**



Engagement when peer-to-peer recognition is **enabled**

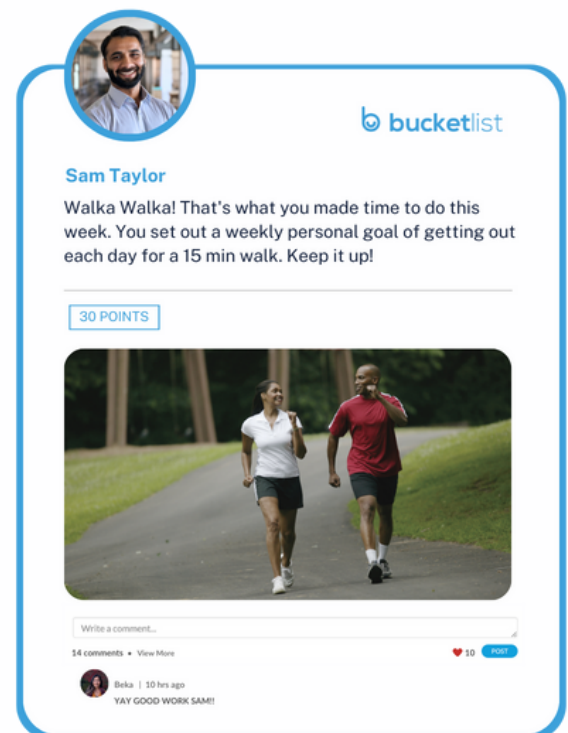
Our data: Peer-to-peer makes a dramatic difference for engagement and community-building. It promotes bonds between people that may not have developed otherwise and increases how often employees feel recognized and seen. One study even found that peer-to-peer recognition is 35.7% more likely to have a positive impact on financial results than manager-only interactions. Ultimately, it helps to create a culture where everyone feels empowered to share their personal wellness goals.

## Celebrate wins together

Once employees begin sharing their goals and achievements, it's time to celebrate together! It can be as easy as a shout-out in Slack, or attaching an official wellness award. The important part is to give team members space to share and celebrate together.

Check out this example: One day, Sam shares in a Monday team huddle that his personal wellness goal for the week was to get outside and take a 15 minute walk each day. On Friday, he updated the team that he was able to accomplish this!

Aaron wanted to celebrate this achievement with him, and gave him a shout-out. Other team members started to comment to show their support, too. Well done, Sam!



### ENGAGEMENT TIPS:

- Wellness comes in many different categories (e.g., financial, nutrition, mental health). It's important to celebrate all of them!
- Celebrate wins, no matter the size.
- By broadening the scope of recognition and celebrations, it provides more opportunities for people to participate.

# Summary & Conclusion

## How will wellness fit in with your team?

### Key investment trends:

- Mental health takes center stage
- Employers are embracing digital solutions
- Stress management and resilience remains crucial
- There is a revival of interest and focus on financial wellness
- Employers will be prioritizing retention over talent acquisition

### Wellness program assessment framework:

1. Gather employee feedback through surveys
2. Analyze wellness assessment data and identify health concerns
3. Assess current workplace culture and support
4. Evaluate existing wellness initiatives' effectiveness
5. Seek input from management and HR teams
6. Consider demographic factors

### Engagement strategies for your wellness programs:

1. Incentivize the desired behaviour
2. Role model engagement and participation from the top-down
3. Tie initiatives to company core values
4. Celebrate the achievement of personal wellness goals

Wellness is a multi-faceted concept that encompasses many aspects that contribute to our well-being as a whole person. As we navigate the complexities of the post-pandemic world, it is essential to keep holistic wellness top-of-mind and implement effective engagement strategies to support employees in these areas.

**We'll leave you with one last question: How will wellness fit into your culture - in 2023 and beyond?**

Check out our on-demand webinar discussion covering the latest trends in employee wellness and engagement. Get firsthand insights from the authors of this whitepaper. [Click here to gain access now!](#)







Bucketlist Rewards is a platform that makes it easy and fun for employees and managers to recognize and reward each other for milestones, achievements, and a job well done and is customizable to suit the needs of any business.

[Request a Demo](#)

[Learn More](#)

## Wellable

Wellable is a wellness technology platform that enables organizations to create programs that help employees thrive by engaging them in holistic well-being educational modules and activities. Wellable supplements its digital experience with on-site and virtual services and rewards administration to maximize engagement, resulting in a healthier, happier, and more productive workforce and greater business success. Wellable works with employers, health plans, and properties of all sizes across the world, with active users in more than 40 different countries.

[Request a Demo](#)

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