

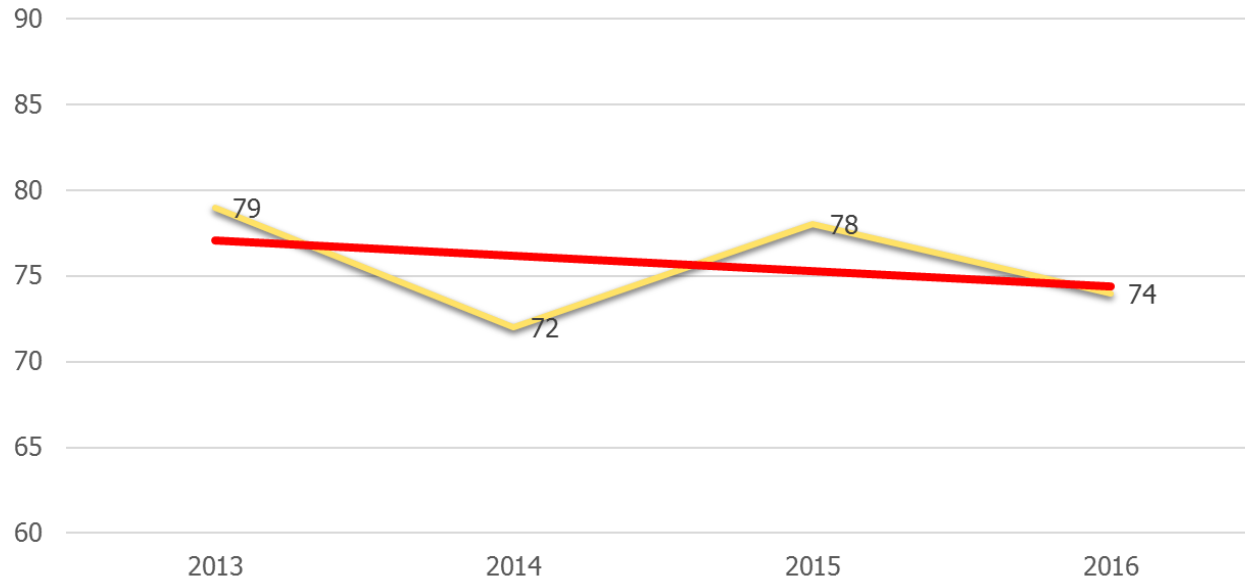
It's not just the what, but the how

Maximising the business return of your wellbeing investment

David Walker
Chief Commercial Officer

Wellbeing is a business opportunity
not a 'people issue'

The current view of employee engagement levels in the UK



Source: Survey of
Surveys, March 2017 –
Personal Group and
Employee Feedback



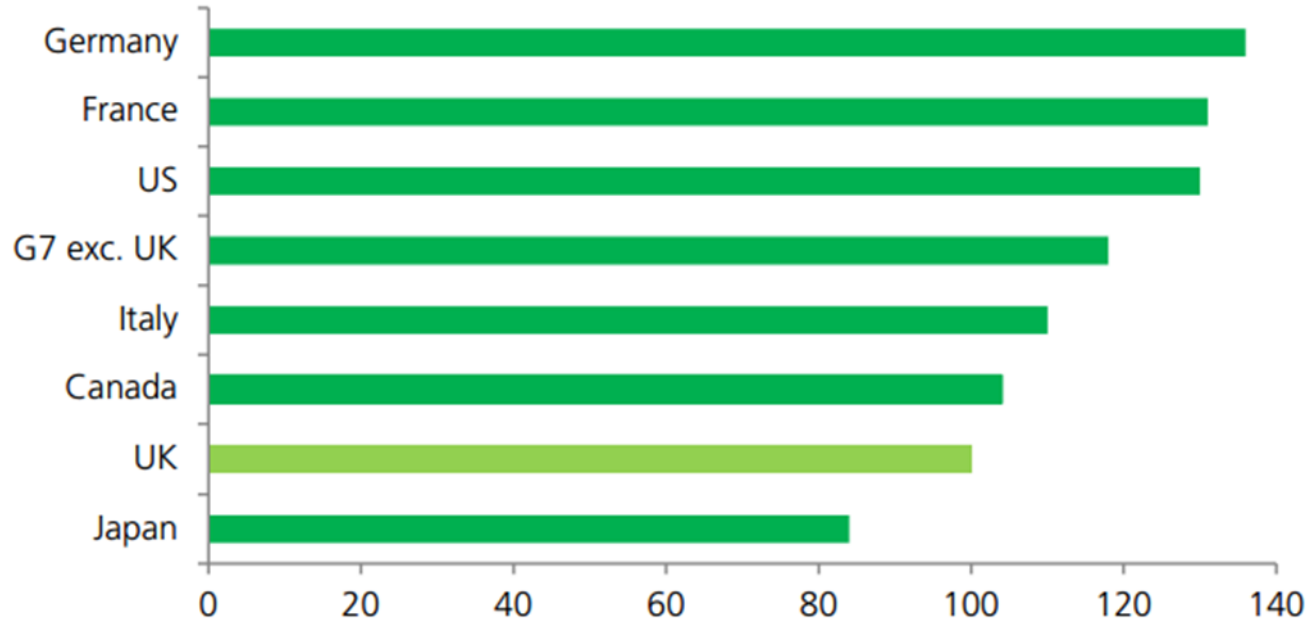
We have to look to ourselves and our employees...

“If the average organisation in any sector matched the performance of the best there would not be a problem. We need to learn from those successful organisations and **the way those organisations manage and engage their employees** could be the missing link in this debate”

David Smith, Economics Editor, The Sunday Times



Britain's Productivity Puzzle



Firms with high employee wellbeing and engagement delivered stock returns that beat their peers by 2.3-3.8% per year over a 28-year period – that's 89% to 184% compounded

Prof. Alex Edmans, London Business School

The Business of Engagement:

Improving Productivity
Through People



When you focus on wellbeing, good things happen

Employee Productivity Increases

Employees with poor wellbeing only produce 64% of possible work output, while those with excellent wellbeing produce 83%

Team Productivity Increases

Team output increases from 61% to 81% as a team's wellbeing goes from poor to excellent

Job Satisfaction Doubles

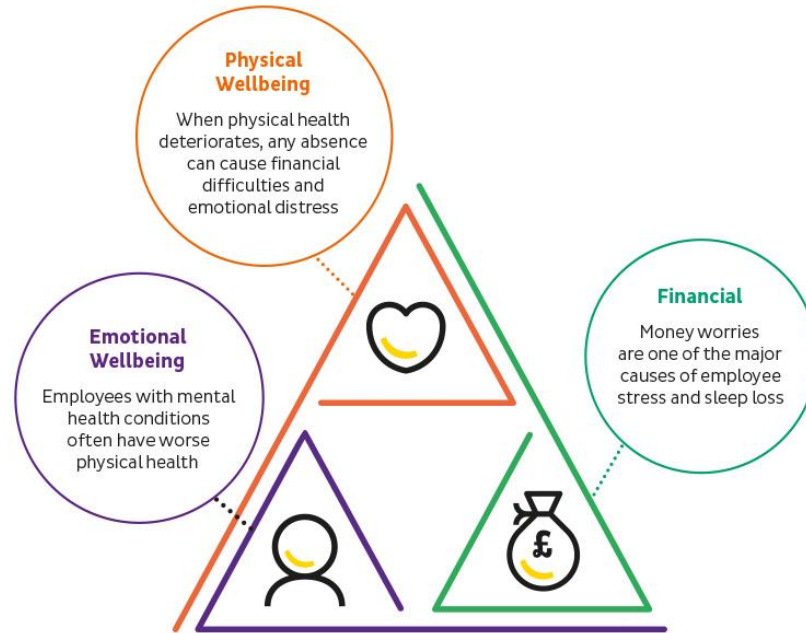
Only 44% of staff with poor wellbeing are satisfied with their jobs versus 89% of staff with excellent wellbeing

Retention Increases

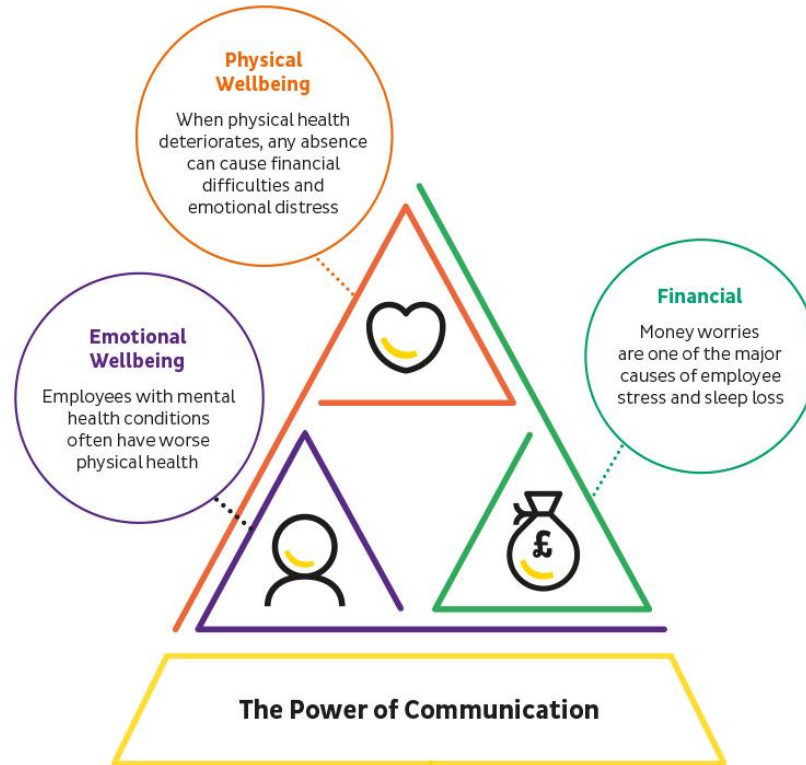
On average, employees with good or excellent wellbeing plan to stay with their employer 2 years longer than colleagues with poor or average wellbeing



The triangle of wellbeing...



...underpinned by effective communications



Communication is the difference



Communication – perfect blend of People and Technology



- Face to Face
- Webinars
- Town Halls
- 1-2-1s

- Desktop
- Laptop
- Mobile
- Email / push

In 2007... everything changed

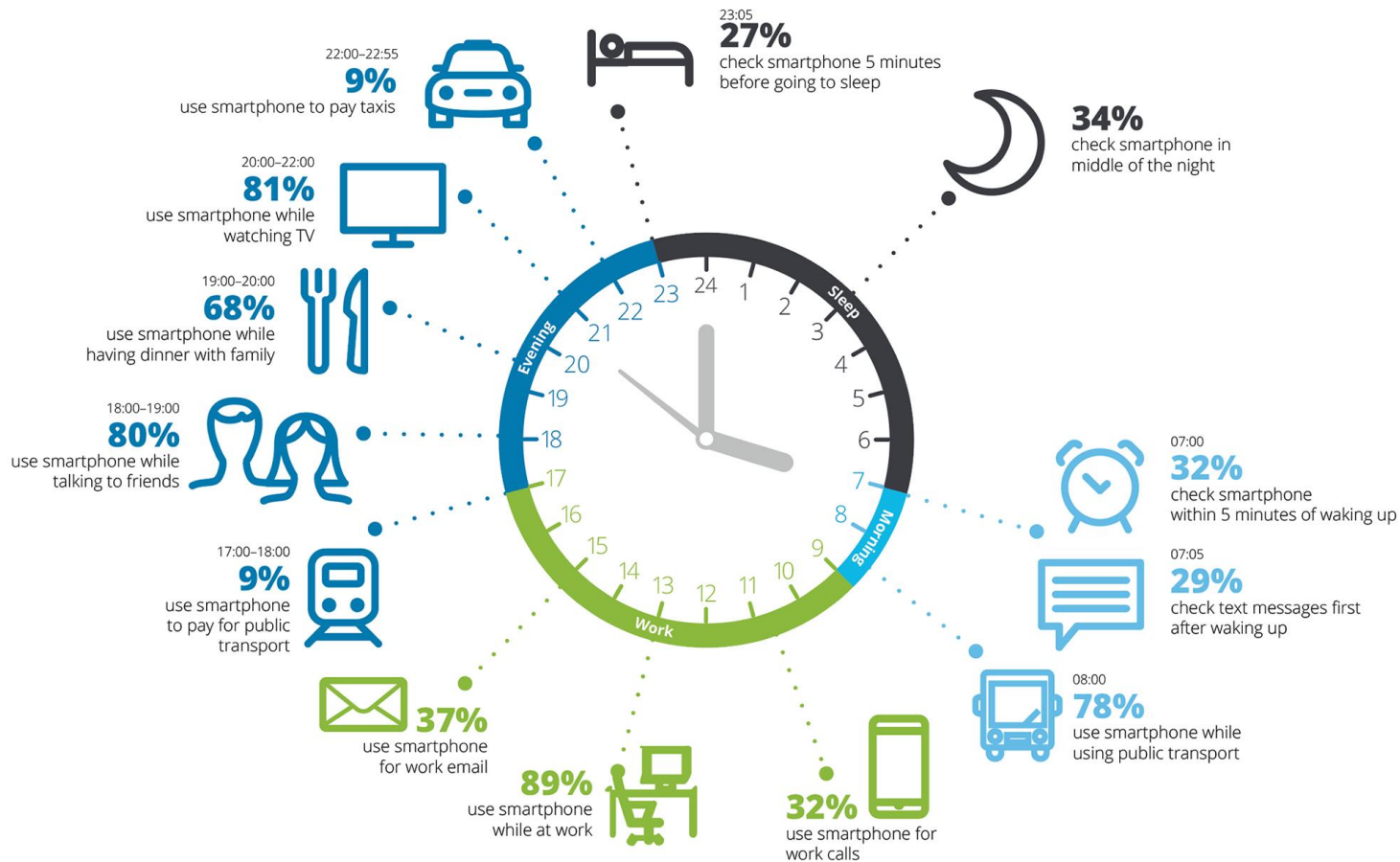
In 2007... everything changed



The New Communications Infrastructure.....



Mobile is the key to communication...



Happy People, Better Business

Maximising the return of
your wellbeing investment



Wellbeing in action...

- Gain Senior buy-in – Wellness is a business opportunity not an HR issue
- Make a plan – use the Triangle of Wellbeing as a template
- Communication is key – drive through a People + Mobile comms plan
- Be bold – deliver ideas to your people as consumers, not employees

Thank you

Happy People, Better Business – Maximising the business return
of your wellbeing investment

david.walker@personalgroup.com

07530 596597