



The Employee Wellness Conference 2016:

How to create and rollout an effective wellness strategy

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Workplace Health and Wealth

Bringing clarity to the complex

Human capital - your greatest asset...

"A company's employees are its greatest asset and your people are your product"

Richard Branson

"If you take care of your employees they will take care of your customers and your business will take care of itself"

J W Marriott

Like any asset it requires investment
management...

and ongoing



Maximising return on human capital

Barnett
Frankingham
investment from



Wellbeing in the UK.....

*94% of employers think wellbeing
is important*

*31% of employers have a
wellbeing strategy in place*

*31% of employers see the ageing
workforce as the biggest
wellbeing challenge of the next 5
years*

*only 27% of employers would
describe wellbeing in their
company as high*

*39% of employers see cost as a
barrier to developing a wellbeing
strategy*

*72% of employers offer flexible working
to their employees while 70% offer PMI*

Barnett Waddingham - Workplace Wellbeing Index 2015



Question!

Do you have a wellbeing strategy?

- a) Yes
- b) Yes but it needs updating
- c) No but we are looking into it
- d) No and we have no intention of doing so



Creating a framework



**JOB
SECURITY**



**FINANCIAL
SECURITY**



HEALTH



PROTECTION



SUPPORT



**WORK/LIFE
BALANCE**





Job security

Key considerations

- Is job security a concern to employees and have they considered leaving over their job security?
- Are line managers adequately trained?
- Are employees kept up to date with company performance both operational and financial?

2015 'Why BWell?' Survey results

- 16.1% said that job security was a concern for them
- 14.9% had considered leaving over their job security





Financial security

Key considerations

- Is your immediate financial security a concern?
- Is your future financial security a concern?

2015 'Why BWell?' Survey results

- 15.5% said that their immediate financial security was a concern
- 32.7% said that their future financial security was a concern
- 40.8% of those aged over 50 had future financial concerns compared to 17.6% of those aged 18-29





health

Key considerations

- Is your job detrimental to your health?
- Is your employer supportive in helping you lead a healthy lifestyle?

2015 'Why BWell?' Survey results

- 13.2% feel as though their job is detrimental to their health
- Only 23.1% feel supported in leading a healthy lifestyle by their employer
- 30.6% of those aged 18-29 don't feel supported in leading a healthy lifestyle compared to 22.9% of those aged over 50





Protection

Key considerations

- Do you have adequate protection for maternity/paternity?
- Do you have adequate protection in the event of absence, long term disability and death?

2015 'Why BWell?' Survey results

- 34.7% feel as though they have adequate cover for maternity/paternity
- 47.2% feel as though they have adequate protection in the event of absence
- 44.5% feel as though they have adequate protection in the event of death
- 41.7% feel as though they have adequate protection in the event of long term disability





Support

Key considerations

- Is your direct manager approachable and supportive?
- Does your company care about its employees?

2015 'Why BWell?' Survey results

- Only 11% said that their direct manager was not approachable and supportive
- 23% feel as though their employer doesn't care about them
- 33% of those earning under £20,000 said their employer did not care about them compared to 12% of those earning over £75,000





Work/life balance

Key considerations

- Do you have a good work/life balance?
- Does your employer help or hinder that work/life balance?

2015 'Why BWell?' Survey results

- 19.1% feel as though they don't have a good work/life balance
- 28.7% feel as though their employer supports them in having a good work/life balance
- 37% of all respondents described 'work to live' as their definition of a good work life balance



Question!

Where do you think the biggest problem exists in your workforce?

- a) Job Security
- b) Financial Security
- c) Health
- d) Support
- e) Protection
- f) Work/Life Balance



The wellbeing model

Analyse

survey

data

forecast

Build

prevention

intervention

strategy

Engage

communicate

educate

technology

Govern

monitor

ROI

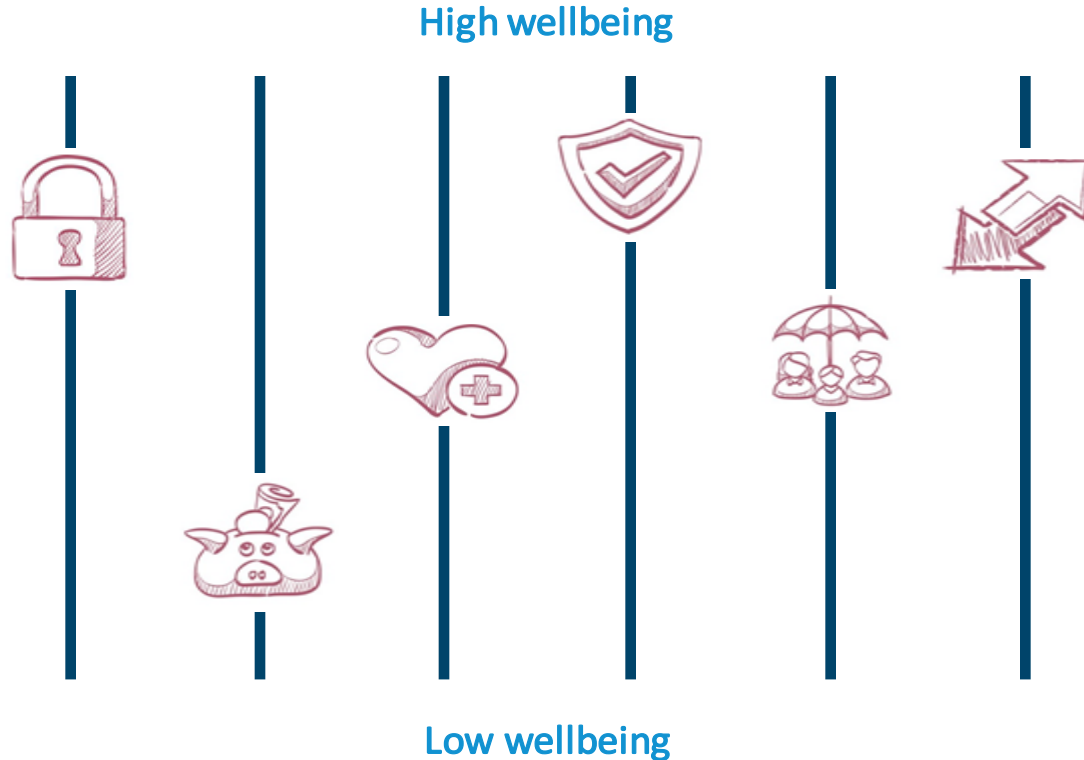
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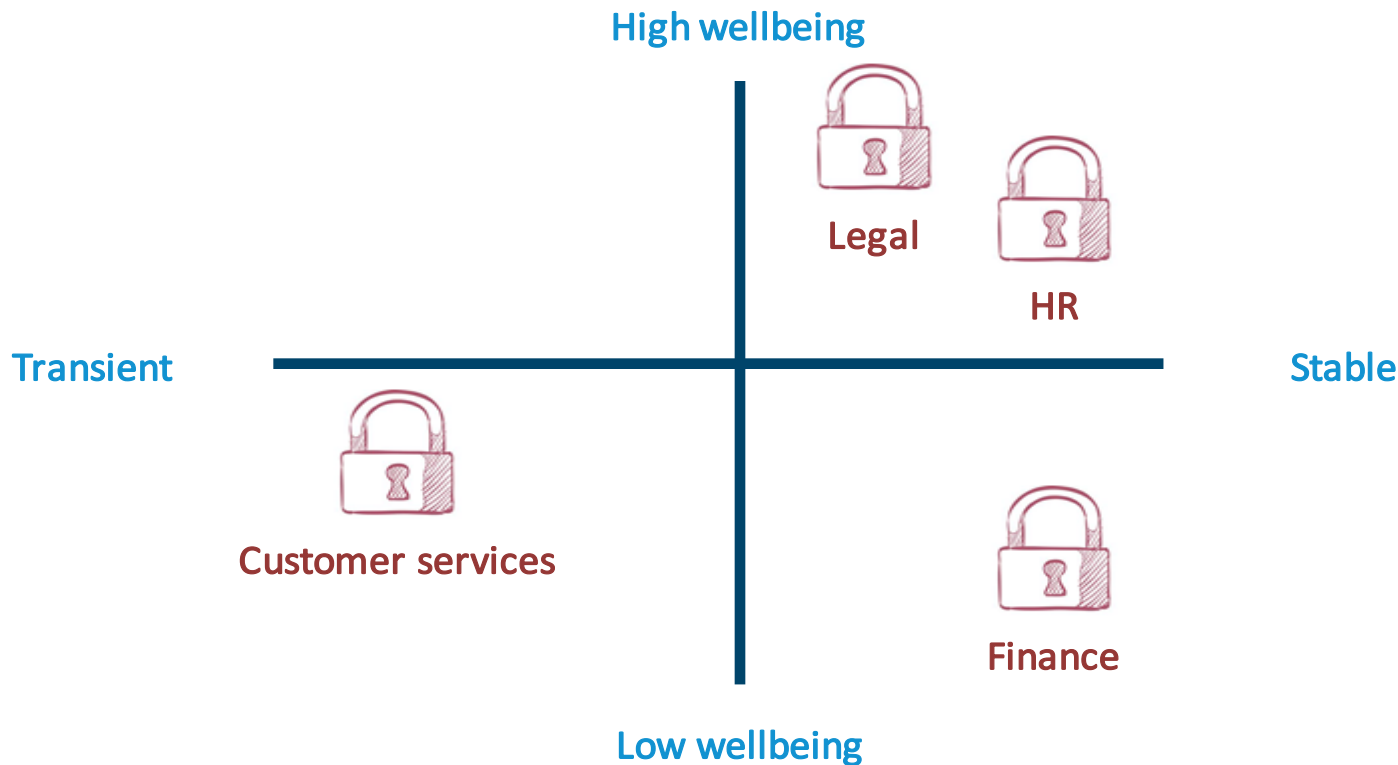
Analyse



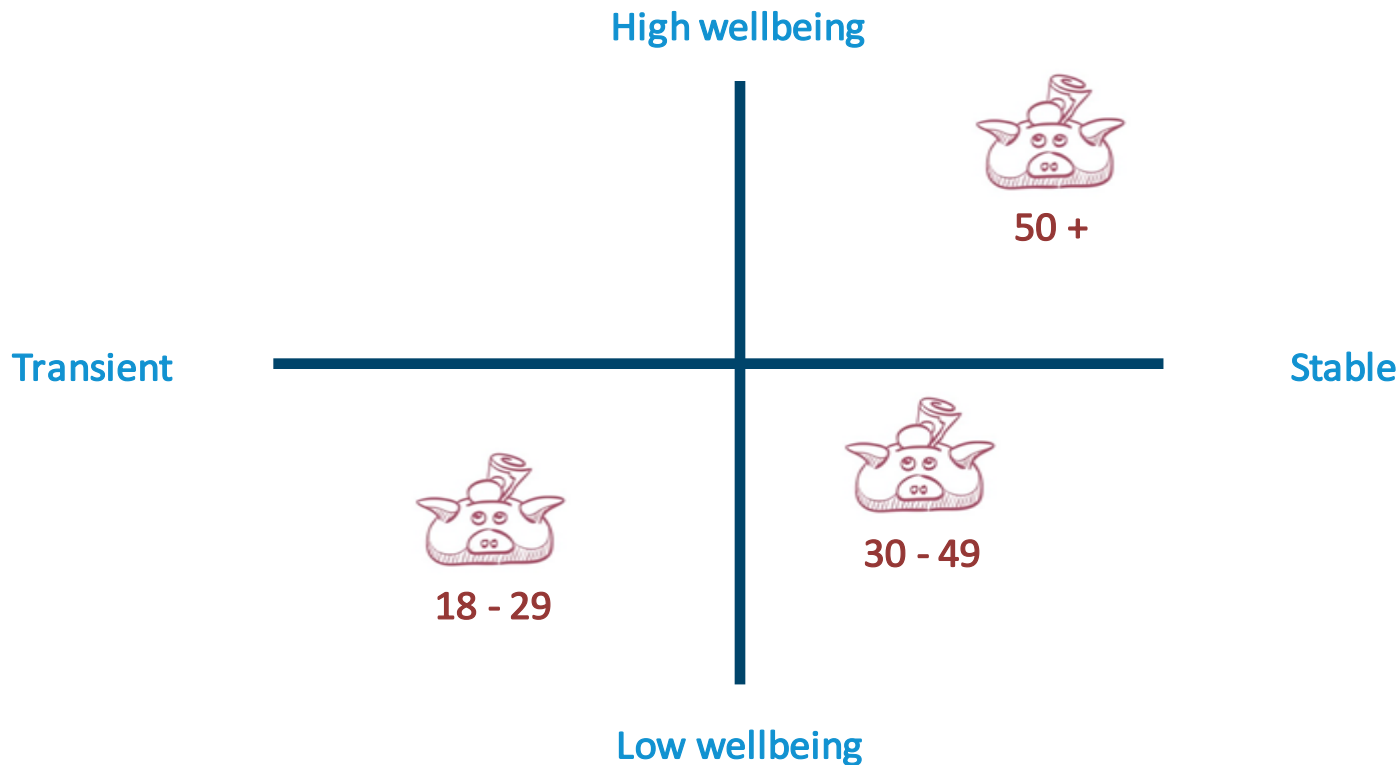
How does your workforce look?



Exploring different demographics



Exploring different demographics



Big data...targeted spend...big ROI



Build



Targeted solutions...



JOB
SECURITY

line manager training

education

communication



FINANCIAL
SECURITY

education

short/medium term financial
support

pension

flexibility



HEALTH

prevention

intervention

education

absence management

choice



Targeted solutions...



PROTECTION

education

flexibility

choice

calculators



SUPPORT

line manager training

referral pathways

counselling support



WORK/LIFE BALANCE

flexibility

childcare

education



Engage



The rules of engagement?

Inclusive

enquires

understands employees

employees involved

Paternalism

hand holding

assumes what's best

*possible employee
resentment*

Disinterest

not caring

limited contact

disillusioned employees



Question!

What sort of employer are you?

- a) Inclusive
- b) Paternalistic
- c) Disinterested



Facilitate the strategy to the employee...



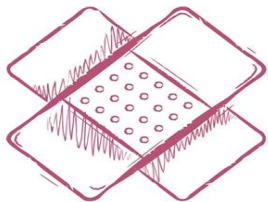
Govern



Analyse...adjust...track ROI



What's the outcome?



**REDUCED
ACCIDENTS AT
WORK**



**INCREASED
PRODUCTIVITY**



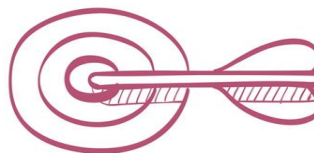
**REDUCED
ABSENCE**



**HIGHER
ATTRACTION AND
RETENTION**



**LOWER
INSURANCE
PREMIUMS**



**BETTER
ENGAGEMENT**

*...a greater return from
your investment*



Evidencing success

"19.2% increase in operating income for companies with a highly engaged workforce"

Towers Perrin-ISR (2006)

"29% of companies with a wellbeing strategy achieved a significant reduction in accidents at work"

PwC Research (2008)

"15% of companies with a wellbeing strategy achieved a significant increase in productivity"

PwC Research (2008)

"wellbeing intervention created a return on investment ratio of 1:9"

Mills and colleagues (2007)

"12% reduction in absence and 25% reduction in staff turnover by addressing general wellbeing"

McLeod Report (2009)

"30% reduction in customer complaints following the introduction of wellbeing and staff engagement"

McLeod Report (2009)



Questions



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