



How to Create Corporate Wellbeing

- Be strategic** Know what you want to achieve and why. Plan carefully and involve the workforce in the details. Know how you're going to monitor and measure the results (the SMART framework for goal-setting works on corporate level as well as individual).
- Variety** Not every 'wellness activity' appeals to everyone. Any workforce includes many different preferences and you should aim to cater to them all. This means a variety of options that could include: health insurance, gym membership, meditation sessions, dance classes, stress workshops, martial arts, massages, health assessments, nutritional advice, organic fruit baskets and incentives for cycle commuting and so on.
- Communicate** Wellness should be part of your corporate culture so you need to communicate consistently and on an ongoing basis. And remember, ideal communication is two-way - why not ask people what they want & need?
- Make it fun** Eating well and exercising are often seen as a chore; the more enjoyable the activity, the more people will sign up. After all, even adults like to play! Picture yourself the last time you spent with your children or young relatives.
- Use technology** Use a variety of channels - print, internet, email, online forums as part of your communications strategy. Incorporate available technology into the wellness activities too: healthy eating podcasts that can be downloaded, a pedometer app for smartphones etc.
- Make it social** Set up a private Facebook page or a LinkedIn group. Give people a community forum and they'll interact and engage, providing their own motivation.
- Be subtle** Not everything has to sound like a corporate initiative. Think of ways to gently encourage a lifestyle of wellbeing: for instance, put a bowl of free fresh fruit by the water cooler.
- Seek feedback** Talk to individuals. How is it working for them, do they find the activities engaging? Are they enthusiastic? If not, what would they like to see instead?



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