

10-STEP GUIDE

The 3 Ps of wellbeing buy-in

[Speak to an expert](#)



People

Your people deserve the best. And if you want the best from them, you must support their personal and professional lives. And that starts with their wellbeing.

After all, when employees feel valued, they add value.



Profit

“Profit” isn’t a dirty word. Although you might feel uncomfortable discussing profits, leaders need to know there will be a positive return-on- investment with wellbeing.



Persuasion

Language is everything. If you want your leaders to listen, you need to talk business. Show them how investing in employee wellbeing helps boost and protect productivity, revenue, and top talent.



Explain what employee wellbeing is – and what it isn't

Be direct with your leadership team about what “employee wellbeing” really is.

Wellbeing is unique to every individual. Employee wellbeing isn't a fruit bowl, sports day or half-day Friday. When it comes to employee wellbeing, one-size-fails-all.





No wellbeing budget? No problem.

Start small. Analyse what you're already doing and elevate it. For example, add mental health questions to performance reviews to understand employees' mental state, to help develop a psychologically safe work environment.

It also might be time to look at what you're currently spending money on. Do you really need a company-wide sports day? Or would your employees rather a more personalised initiative, like nutritional advice or mental health guidance?



Connect to different leaders

Finance leaders talk cashflow. Ops leaders talk productivity. Sales leaders talk revenue.

If you want to secure wellbeing buy-in, you must talk in their language. Your leadership team are “normal” people, so speak to them like it – they’ll appreciate it.

How to measure the impact of wellbeing

Decide what impact is most important to your business. Here are some suggestions:

- **Engagement:** Are your employees participating in wellbeing activities?
- **Biometric:** How are your employees feeling? Ask them in a survey.
- **Awareness:** Do your employees know of the wellbeing initiatives accessible to them?
- **Productivity:** Are you seeing more output from your teams?



How maintainable is your wellbeing strategy?

You want to make a positive impact, great! But don't burn yourself out while trying.

Think about the least you can do to make an impact first, and then build on your strategy. Doing too much too soon may harm your company culture.





Creating high performing teams

You've got to be strategic and realistic. Evaluate what isn't performing – whether it's operations or structures. A high-performing team is full of trust, feedback loops, and connections.



Test your ideas

If you're in charge of the wellbeing strategy, don't mull over the right or wrong decision. Do your research, think of ideas, and test them on your workforce. Ask your employees what they thought and see if your ideas make an impact.

Because health is personal™

It's time to drive real change.
Together, we'll make your
employees and your business
happier and healthier.

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