

Wellbeing sceptic to wellbeing advocate

How to engage all employees in your
wellbeing programme

TIP SHEET 



Excited about rolling out a new wellbeing initiative at work? You should be. You have the power to help others feel healthier and happier, to connect colleagues and boost culture. Yet there's one concern. Will everyone get involved, including the sceptics?

Who are the sceptics?

It's the faint attitude. The yawn. The roll of the eyes. Or worse – the smirk. Meet the wellbeing sceptic.

They just don't believe they can get any real value from your organisation's wellbeing programme. But ironically, these are often the same people that need them the most! Engaging sceptics is vital. Not only will it help you maximise participation and engagement in your new initiative. But it's key to driving the positive impact you're striving for across your organisation.

6 tips to engaging the sceptics

1. Prioritise communication

Be sure you're delivering the right message at the right time and place. A health and safety poster has more impact next to heavy machinery than in the office kitchen. You can also have a bit of fun with your messaging by setting challenges in and around the office, like a kettlebell by the kettle to encourage short bursts of activity throughout the day! Highlighting your new workplace wellbeing initiative with a virtual or in-person event will have more impact than a send-all office email. If your employees don't use email, use their payslips as an opportunity to promote your initiative. Don't forget, people are busy and forgetful. Remember to repeat and reinforce to make sure the message sinks in.

2. Make it fun and active

Kick off your health and wellbeing initiative with a launch party, whether that's online or in person. Everyone loves a freebie, so throw in an activity tracker or some kick-off treats and prizes. It's a great for driving curiosity and intrigue and can be just the motivator the doubters need to get involved! Keep them engaged throughout by setting up regular team events where everyone is encouraged to join like walks, runs, rides, picnics, yoga and meditation classes and online exercise.



3. Create teams and friendly competition

[Health and wellbeing programmes that involve teams](#) add energy and excitement to the normal working week. They can also create FOMO (fear of missing out) as everyone starts chatting about their team's performance. Posting an updated team leaderboard each week encourages friendly competition, comradery, and motivation to engage in the programme to maintain a healthy lifestyle.

4. Go social

Social media is a big part of many people's lives. It's a powerful platform which can help build culture, engage employees, and boost employer branding. But it's also perfect for creating FOMO and boosting participation. So, whether it's a company social or community channel, LinkedIn, Instagram, Facebook or TikTok, encourage employees to post about how they're looking after their wellbeing (getting active, finding balance, eating healthy etc.) and start creating a closer-knit #workfam.

5. Leverage wellbeing champions

Got some keen bean individuals passionate about health and wellbeing? Or maybe a culture committee wanting to create a great place to work? These are your 'wellbeing champions'. By empowering them to disseminate communications, lead the crew and set a positive example, they can be just the key you need to motivate, support, and encourage other employees to take active part in your initiative. And once a culture of health and wellbeing starts in the workplace, it becomes contagious.

6. Get active top-down promotion

Sceptics are more likely to get on board the health and wellbeing train if they're actively encouraged from senior leaders and immediate managers. Get everyone involved, from the CEO down. And don't forget to inject a bit of fun with a GIF or image in a shared chat channel or email!

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