

TIP SHEET

How to maximise enrolment in a health & wellbeing programme

[Speak to a wellbeing expert](#)





So, you're excited about your new health and wellbeing programme.

Or maybe you're planning to bring one onboard, yet you have concerns about people getting involved.

It's an understandable worry. Yes, there might be some who are sceptical, some who need a bit more information and those who are completely new to a wellbeing programme.

To help your organisation maximise enrolment, we've put together a few tips to support you in delivering a full house of sign ups and get everyone going on their journey to healthier habits.

1

Get your communication right

Good communication is crucial. To attract high engagement for your wellbeing programme, you need to speak their language. For maximum success, the initiative needs to shake off its perception of being just a plain old HR wellbeing programme, but one that is creative, exciting, and maybe even creates a bit of rivalry (you can take a look at our [GO challenge](#) for that).

Activities need to be accessible. It's great that the gymgoers and heavy lifters are on board, but you want the whole team pulling together in the same direction. So, provide a programme with activities that appeal to your marathon runners right through to your rookies.

The ideal strategy needs to be genuine and authentic, and employees need to feel the programme was created for them and with them, rather than feeling like it is being done to them to benefit the organisation.



2

Make it fun!

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 great for driving curiosity 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

Tap into 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

Make everyone feel included

We're told from a young age that everyone is different, has different abilities, strengths etc. And yet, when it comes to rolling out a wellbeing programme, organisations feel that a one size fits all approach will do the job. Wrong.

The first step is understanding that, in the literal sense, no two people are the same. Everyone in your workplace will have different needs and be at a different stage of their wellbeing journey.

Some may need help with nutrition, others with physical activity, and some may need help with engagement with the programme. Personify Health provides a personalised platform backed by science and provides support along the way. There are no employees left behind. We have solutions that will work with every type of employee in every organisation. We understand that wellbeing is a journey of personal discovery, unique to each person. Don't just take our word; 87% of our users have said that it has changed their lives.



5

Get your leadership team to lead

Building a sustainable health and wellbeing culture improves significantly when your business leads from the top.

Get your leadership team to lead You need to get the buy-in from employees, senior management, and the C-suite. It's not as easy as simply signing off on the wellbeing budget. You need your CEO to lead the change for a wellbeing strategy and programme that truly works.

Employees will respond to leaders, which your company needs to do. Instead of just being an extra HR add-on, this must become ingrained within your company culture. Take a look at the schedules of Fortune 500 company leaders. Discipline and desire for habit-forming are what keeps them ahead of the pack. Having a healthy lifestyle is vital in keeping on top of your game, achieving your goals, and leading a company.



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