



Quick Read

One-size-FAILS-all:

Why your workplace wellbeing strategy isn't working



Speak To An Expert



Introduction

More often than not, organisations take the “one-size-fits-all” approach when it comes to employee wellbeing initiatives. Fruit baskets. Wellbeing intranets. Quarterly events. Although well intentioned, they come across as “box-ticking” exercises.

And we’re here to tell you that, actually one-size-FAILS-all.

Every single person is unique, both in and outside of work. Some people live and breathe exercising, while others despise it.

Some people have children, others don’t.

Some people know how to make healthy meals, while others aren’t so clued up.

So, when it comes to your peoples’ health and wellbeing, of course, a ‘broad brush’ approach isn’t going to work. If you want your employee wellbeing initiatives to work, you need to make sure they’re personalised to your people.

But first, let’s dive into how the global workforce is coping – or not coping – with their wellbeing at work...



The reality of employee wellbeing

22% of global workers think their employers do not care about them as a person

Health & wellbeing support has decreased since the first year of the pandemic

only **21%** of employees are engaged at work

44% of the global workforce experience stress at work

Nearly **1 in 5** businesses aren't trying to improve the health & wellbeing of their employees at all

61% of employees want their employer to invest in health & wellbeing initiatives

'Presenteeism' is becoming a top issue to tackle – especially among remote workers
It's no surprise when almost half of workers continue to work when feeling unwell



Reduce absenteeism rates by up to 20% with our health & wellbeing platform. [Book a demo with Personify Health](#) to see how you can make employee wellbeing part of your company's DNA.

2 reasons wellbeing strategies fail

1

#1 Wellbeing isn't just physical

Wellbeing also includes:

1. Mental
2. Financial
3. Nutritional
4. Environmental
5. Social
6. Spiritual

If you're encouraging your employees to take part in a company 'sports day' when they have a hidden disability, you won't be creating the inclusive culture you're hoping for.

Half of the global population are extremely or very concerned about the state of their finances right now.

So, telling an employee to focus on their physical health when they really need support with their financial wellbeing isn't going to offer much help.



2

#2 Accessibility matters

Now people are able to work from home, their office might be their spare or even their own bedroom. Or maybe they work on the retail floor. Or on the road. Or in a warehouse during the night.

Your wellbeing initiative must cater to your employees' circumstances.

It needs to be accessible to all.

In-office perks won't motivate those on the road

A company midday event won't work for those working from home

A library of wellbeing books won't work for visual learners

And a guided meditation podcast won't work for those who learn from reading



You need a personalised, holistic solution.

The power of personalisation



People expect personalisation.

When we tune in to Netflix, we're shown recommendations of films and series based on our interests. Spotify creates personalised listening experiences for every member because, ultimately, they know every single listener is unique.

The keywords to look out for: "personalised", "custom", "bespoke", "tailor-made", "recommendations", "unique", and "interests".

To engage your members and keep them participating in your wellbeing initiatives, you need to appeal to their interests. To do this, you need to look at wellbeing with a 'whole person approach' lens.



The 5-step 'whole person' approach to employee wellbeing

Step 1

Educate your people about the importance of their wellbeing

Step 2

Empower employees to evaluate their own wellbeing

Step 3

Offer the right tools and support to cater to individual needs

Step 4

Equip managers to be role models to their team by taking part too

Step 5

Keep your leadership team involved and communicating about wellbeing





The role of technology, personalisation, and employee wellbeing

69 billion people own a smartphone. That's almost 90% of the entire human population.

Whether your people are on the road, working from home, or on a shop floor, they have everything they need at their fingertips.

Instead of having to go out and find wellbeing support, they get instant access, whenever they need it.

Employee #1 struggles to get to sleep.

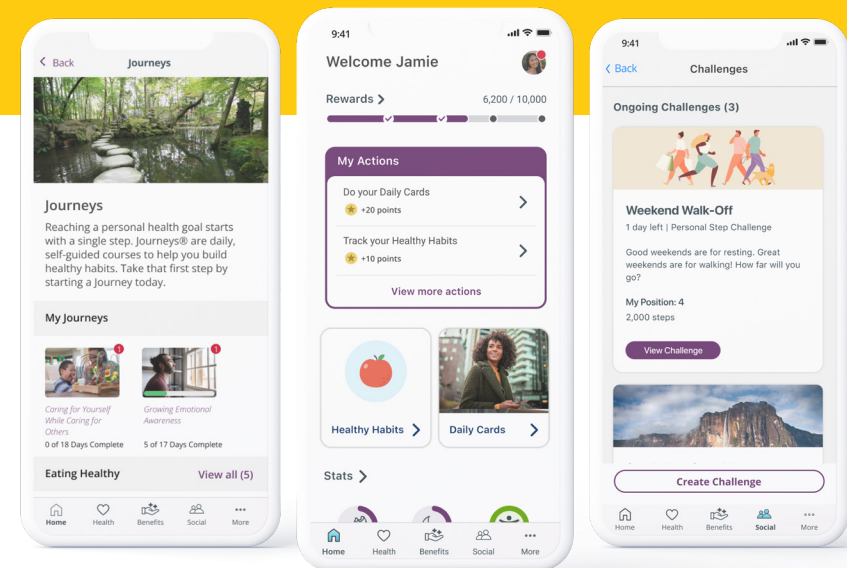
Solution: They can access a 5-minute mindfulness video to help them doze off.

Employee #2 is feeling stressed and overwhelmed a lot.

Solution: They can start one of the many stress-related challenges to help refocus.

A mobile-friendly approach to workplace wellbeing gives your employees:

- More inclusive access
- Targeted communication
- Daily nudges, tips, and reminders sent as notifications
- Easier ways to connect with teams
- Instant access to fun challenges



What gets measured, gets done

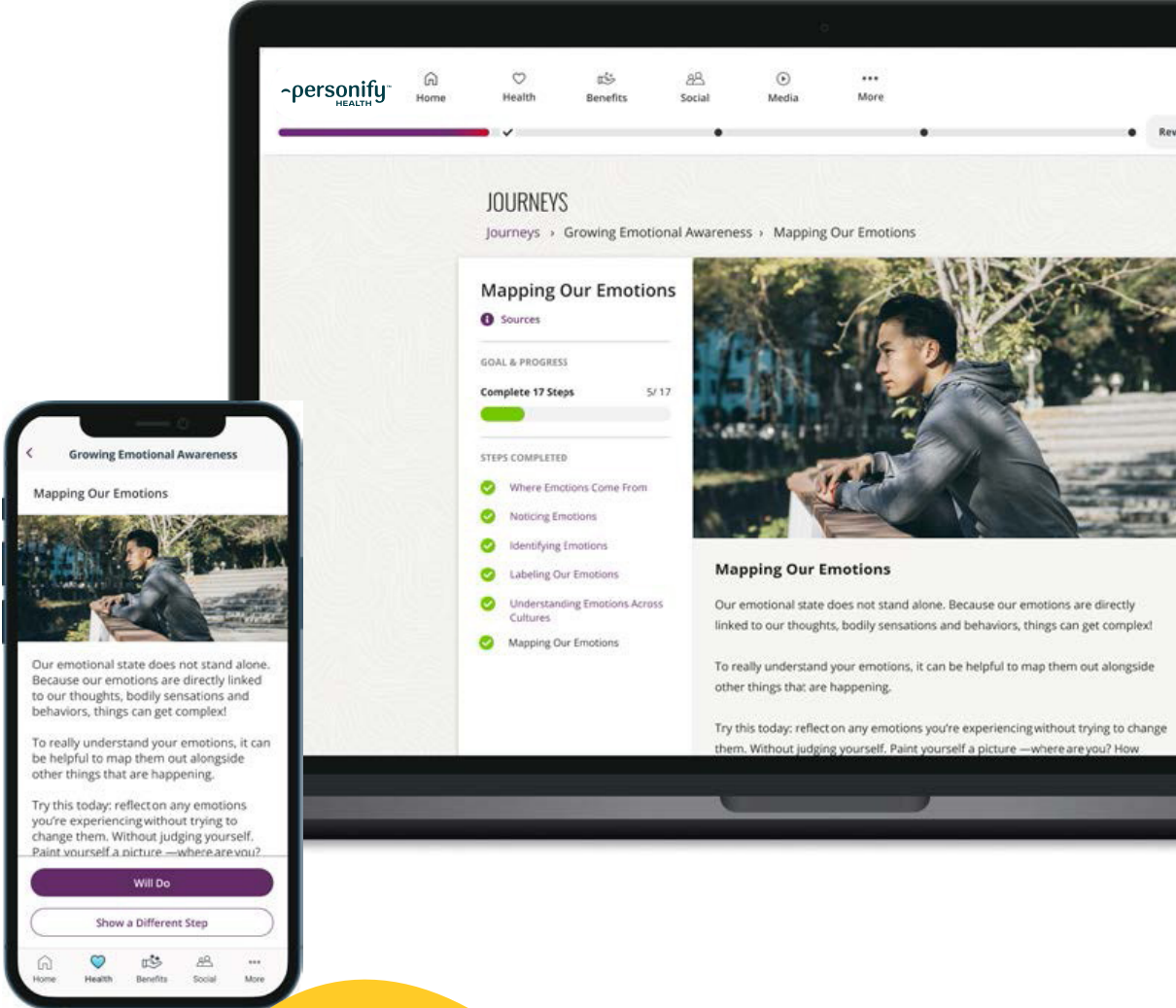
The best way to personalise your employee wellbeing strategy is by encouraging your people to complete a health assessment or lifestyle survey.

It's time to stop guessing and start knowing.

Health assessments are a quick and interactive way to see how members are doing against each wellbeing pillar. Once completed, members receive personalised reports with specific wellbeing recommendations to help them make healthier choices and ultimately, be the best versions of themselves.

Members can update their answers any time during the year. Feeling stressed in January but wanting to focus on your sleep in May? No problem. Members can track progress, and expect personalised wellbeing content based on their new answers.

A simple yet powerful tool to help your employees kick-start their very own personalised wellbeing journey.



Because health is personal™.

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

Book 1:1 Demo

Learn more at link: <https://personifyhealth.com/global/en>

