

# 10 reasons your employees aren't engaging with your wellbeing strategy



## Your wellbeing efforts are getting lost in the shadows

Employees may be missing out on the amazing benefits of your wellbeing programme simply because they don't know it exists. Let's spread the word!



## The wellbeing vision is blurry

When the goals and objectives of our wellbeing programme are crystal clear, employees have a roadmap to follow, helping them see the value and engage with enthusiasm.



## Lacking full investment

Limited time, budget, and support are suffocating your wellbeing initiatives. Give your efforts a shot of vitality by boosting the resources available to your employees.

Have you considered joining a fun, team-based wellbeing challenge like [GO Challenge?](#)



## One-size-FAILS-all

If your wellbeing strategy doesn't align with your employees' needs and aspirations, it will be swiftly ignored. Align the programme to their desires and watch engagement soar.

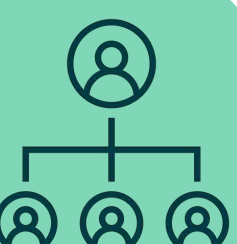
[Discover why your "one-size-fits-all" wellbeing strategy is failing your employees](#), and what you can do about it.



## Communication breakdown

Ineffective channels for feedback and suggestions are leaving your employees feeling unheard and detached.

Instead of static posters, try digital displays of fun adverts. Or instead of one-way presentations, organise focus groups instead.



## Missing leadership, missing engagement

When leadership fails to show visible support or participate actively in the wellbeing programme, employees question its importance. Take charge and lead the way!



## Fear of peer judgment

Some people hate working out or taking a mindfulness class in front of others. Some are naturally reserved and like to do it alone. Try encouraging wellbeing initiatives outside of working hours to help increase participation!



## Inaccessibility kills engagement

A fully remote wellbeing strategy means nothing to someone who doesn't have digital access. The same way a physical workplace challenge might not be beneficial to those struggling with financial worries. Your health and wellbeing strategy needs to work for everyone, anywhere, at all times.



## Missing: Motivation

Show employees how our wellbeing program directly impacts their work-life balance, productivity, and overall happiness. When they see the value, they'll be motivated to engage and thrive!



## No recognition + no rewards = slim engagement

A "Well done, keep going!" or "Here's a prize for winning the workplace challenge!" are powerful motivators. Without rewards and recognition, engagement in wellbeing can plummet.

Why not try "Thank you" sessions, sending a pick-me-up gift card, or spreading the love on a social channel?

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