The Art of Engagement
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2015 Top Priorities
- Increasing employee engagement
- Talent recruiting & retention
- Improving employee health & well-being

State of the Industry:
Engagement & Wellness in 2015
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Business Case for Well-Being Gallup
- 40% respondents indicated their co-workers as the top reason they love their company
- 66% indicated their relationship with colleagues positively impacts their focus and productivity at work
- 55% said their colleagues positively impact their stress levels on the job
- Employees who have a “BFF” at work are 7 times more likely to be engaged and are thriving in their careers nearly 50% more than their less-socially connected counterparts

What Employees Love About Work & Ways To Keep the Spark Alive
- 60% of respondents—relationship with their employer positively impacts their focus or productivity at work
- 44% say it positivity impacts their stress levels
- 53% interesting and challenging work is the No. 1 reason they love their company

Source: Virgin Pulse, 2015 survey report (U.S./Canada)

What is Engagement?
participation flow relationships involvement agreement pledge action connection appreciation being focused

According to the Healthy People 2010, a comprehensive workplace health promotion program includes the following five elements:

1. Health education, focused on skill development and lifestyle behavior change
2. Supportive social and physical environments
3. Integration of the worksite program into the organization’s culture
4. Links between health promotion and related programs in the company and within the community
Comprehensive, Multi-Level, Multi-Component Programming

Make Being Healthy and Productive...

<table>
<thead>
<tr>
<th>Levels</th>
<th>Visible</th>
<th>Simple</th>
<th>Socially Rewarding</th>
<th>Financially Rewarding</th>
<th>Personally Relevant</th>
<th>Organizationally Relevant</th>
<th>Community Connected</th>
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Outcomes

Health
Productivity
Financial / ROI

Possible
Simple
Socially rewarding
Financially rewarding
Personally relevant
Organizationally relevant
Community connected

Cultural Climate Factors
Sense of Community
Positive Outlook
Shared Vision

Source: Judd Allen, Human Resources Institute

Environmental & Social Support

OUR HOUSE RULES

I WILL
1. Do everything I can to go home safe
2. Never forget rule #1
3. Respect my coworkers
4. Communicate positively with those around me
5. Challenge my needs to do the right thing
6. Present fit for duty & ready to do my best
7. Never take shortcuts at the expense of safety
8. Lead by example & be proud of my work
9. Speak up if I see something not quite right
10. Step up & help my coworkers if I see they need help

WHAT’S IN IT FOR ME?

 Holistic Wellness Approach

- Physical health
- Emotional health
- Financial wellness
- Sleep
- Stress management/resiliency

49%
Employees lose 1+ hours of productivity a week due to stress

1/3
Experience insomnia several times per week
Motivate into Action

Motivations: challenge, completion, choice, curiosity, cooperation, competition, satisfaction, enjoyment, fulfillment, joy, recognition, the extrinsic & intrinsic “dance”

Programs

- Worksite events (screenings, health fairs, programs)
- Contests and games
- Health and wellness coaching
- Wellness skill development programs
- Link with community resources
- Community outreach programs

Options for Large, Medium & Small Sites

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<th>Large</th>
<th>Medium</th>
<th>Small</th>
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<td>Wellness Seminar/Webinar</td>
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<td>Health Coach</td>
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<td>Wellness Challenge</td>
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Leverage Web-Based Resources

Continuous engagement: What are the preferred communication styles? Are you reaching your intended audience?

Modeling: Champions/Mentors/Leaders

- Provide on-going training and leadership support
- Access to internal and community resources (integration)
- Development of yearly plan of activities
- Process evaluation & outcome measures
- Give recognition for participation
- Effort recognized in job responsibilities

- To be effective, this needs to be an on-going process….
Partner Up!

- Financial assistance
- Farmers markets
- Community gardens
- Park preservation
- Habitat building
- Food Bank

Value Your Strengths
VIA strengths
www.authentichappiness.com

Be Curious
Enjoy the journey

Choose to have fun, fun creates enjoyment, enjoyment invites participation, participation focuses attention, attention expands awareness, awareness promotes insight, insight generates knowledge, knowledge facilitates action, and action yields results.

~ Oswald Shallow

Keeping the SPARK alive!

Respect individual strengths
Catch people doing something right!
Create a positive social & environmental support system
Practice modeling
Develop collaborative learning opportunities
... deciding everything is falling into place perfectly as long as you don't get too picky about what you mean by place. Or perfectly.

Key Success Factors

1. Wellness as a strategic initiative
2. Wellness regulations front & center
3. Align wellness with business needs
4. Integrate with benefits design
5. It's not personal – wait, it IS personal
6. Emphasis on effectiveness
7. Track and report impact

Align incentives with health plan design

- Identify health risks
- Personal health goal
- Monitor action plan
- Track and reward
  - Participation
  - Progress-based
  - Outcomes

Incentives

Considerations:
- needs to fit the culture
- be integrated
- be of value to the individual and support program goals

Communications

- Reinforce why being healthy is important to the individual and the organization
- Align with program goals and evolve over time
- Ask people what they are interested in
- Timely and regular communications for programs and events