

Nurturing a Culture of Wellness

How HR professionals and business leaders create a healthy and inspirational workplace culture



Employee Wellbeing Programming

“What gets measured gets managed” ~ Peter Drucker

Implement wellness programs that focus on physical, mental, and emotional well-being, such as fitness challenges, meditation sessions, or counseling services.

- Begin with a strategy. Vision, problem to solve, goals to achieve, a budget, how to measure success.
- Leverage your benefits broker and/or carriers to understand and access resources (medical, EAP).
- Lock down an executive sponsor (or two).
- Enlist ambassadors such as wellness champions, senior leaders, and employee resource groups (ERGs) to promote the strategy and support wellness initiatives.
- Assemble a wellness committee to ensure initiatives are on point, and to share in the administration.
- Wrap wellness into your employee value proposition (EVP) to boost recruitment and retention.

Inspiration

[What is Employee Wellbeing? And Why Does It Matter? - Gallup](#)

Promote Work-Life Effectiveness

Have, model, and promote healthy boundaries at work and at home.

Encourage employees through modeling to maintain a healthy balance between work and personal life, emphasizing the importance of relaxation, self-care, and remaining true to one’s values.

- Stop working overtime as a way to try to earn respect, a raise, a promotion. Know your worth.
- Use your PTO – take time off for vacations.
- Don’t work while on vacation, nights, weekends, holidays (unless that’s your schedule).
- Don’t take work calls during your non-work hours.
- Plan and use your time in a way that gives you energy and maximizes your impact.

Inspiration

[Energy & Impact Optimizer](#)

Flexible Work Dynamics

“Make Work Fit People – not the other way around.” ~ Ludmila N. Praslova

Offer flexible work hours or remote work options to accommodate different lifestyles and responsibilities.

- If the work can be performed virtually, offer remote options – period.
- Be as open as possible while setting “core hours” when everyone is scheduled to enable sufficient time for live collaboration.
- Get creative with work hours (7a-11a and 2p-6p), or half-day Friday every other (week 1: 43 hours, week 2: 36)

Inspiration

[What is Workplace Flexibility? Examples from Top Workplaces ~ Great Places to Work](#)

Regular Breaks

“In Cup Series races, the pit stop is one of the most important elements in any form of motorsports.” ~ Auto Week

Encourage regular breaks during the workday to prevent burnout and increase productivity.

- Make breaks count! Stop doing work and ...take a walk (get in your steps), soak in some [sunshine](#), read a book, or listen to a podcast.
- Treat breaks as pit stops: Grab a healthy snack, hydrate, stretch, hit the john, do an app-guided meditation, write in your journal.
- Make it fun: focus on a hobby or interest (crocheting anyone?).
- Connect with loved ones: Call a friend, your children, your partner, your mom.
- Make it happen: Set an alarm in your phone, schedule a recurring event on your calendar, or set up the Fitness app on your phone/watch and enable notifications.

Inspiration

[How to Take Effective Breaks \(and be More Productive\)](#)

Healthy Snacks

“The doctor of the future will no longer treat humans with drugs, but rather will cure and prevent disease with nutrition.” – Thomas Edison

Provide nutritious snacks and beverages in the workplace to support healthy eating habits.

- Replace traditional vending machines (soda, candy, chips...) with fresh vending and healthy frozen microwavable meals.
- Provide healthy complimentary snacks - think fresh produce and protein-rich snacks like jerky, nuts, hummus and veggies, yogurt and fruit.
- Free water, herbal tea, and organic coffee (traditional coffee beans are full of pesticides and mold).

Inspiration

[The Fruit Guys](#)

Fitness Facilities

The Only Bad Workout is the One that Didn't Happen.

Create an environment that promotes physical activity by setting up on-site gyms or partnering with local fitness centers.

- Implement a Fitness Subsidy program (monthly gym membership, fee reimbursed when attendance meets a minimum requirement (e.g., 2x week).
- Pay for a fitness app subscription like one of these [Forbes Health Top App for 2023](#).
- Hire a Certified Personal Trainer or Yoga Instructor to lead on-site or virtual group classes.
- Organize fitness-related group events at a gym, for a hike, kayaking, bike ride...

Inspiration

[9 Reasons Why Encouraging Fitness in the Office is Beneficial](#)

Health Incentives

"Show me the incentive and I will show you the outcome" ~ Charles Munger

Reward employees who participate in wellness activities or achieve health-related goals.

- Focus on top drivers of high health care utilization – the preventable lifestyle-driven chronic illnesses like cardiovascular disease, diabetes, and obesity).
- Incentivize preventative screens: Biometric Screening and Health Assessment.
- Incentivize new behaviors that are proven to improve health and the achievement of health goals.
 - Nutrition is 60-75% of the proactive health/wellness equation so include programming to support new habits (planning, shopping, and preparing healthy meals, dining out tips, and resources to create a nutrition plan to meet specific goals (Certified Nutrition Coach or Registered Dietitian).
 - Movement is another 25-40% of the proactive health/wellness equation so programming to support employees to get moving (think daily steps) and building/maintaining skeletal muscle (resistance training) which are key to living a vibrant life. Provide access to resources like a Certified Personal Trainer to help develop a fitness plan to achieve goals.
- Incentive ideas include contributions to employees' HSAs, discounted healthcare premiums (in compliance with plan non-discrimination rules), and monetary and non-monetary healthy prizes and reward for participants of health contests, challenges, and events.

Inspiration

[The Top Ways to Measure ROI on Wellness Programs](#)

Healthy Habits

"Healthy habits are learned the same way as unhealthy habits, through practice." ~ Wayne Dyer

Establish a daily routine of healthy habits to support your overall wellbeing and throughout the day and teach your team/workforce to do the same.

- Consider a morning routine to 1) interrupt the waking lion (we tend to wake in flight/flight mode), 2) break your fast with a protein-rich meal, and 3) inspire your creativity and passion with mindfulness, movement, intention-setting, or journaling.
- Stop doing other people's work as a way to earn acceptance.

- Get good at saying “No.” without an excuse, explanation, justification, or apology.
- Take a 2-minute break (minimum) between meetings to stretch, breathe, reset, and prep for the next.
- Don’t allow yourself to become/stay over-booked/double-booked.
- Practice gratitude – in the morning when you wake (the blessing of another day to carry out your purpose) and at night before you fall asleep (for the blessings and lessons of the day).
- Remember who you REALLY are – your original, true, innocent, beautiful self. When you are loving yourself constantly and unconditionally, you are unstoppable!

Inspiration

[Burnout: The Causes and Cures](#)

Stress Management

“The greatest weapon against stress is our ability to choose one thought over the other.” ~ William James

Organize workshops or seminars on stress management techniques, mindfulness, and resilience.

- Pay for or subsidize a mindfulness app subscription, like [Calm](#).
- Encourage employees to engage in activities that bring them joy and laughter, and burn off excess dopamine, like watching a comedy show or funny movie, engaging in exercise that safely gets the heart rate up, and connecting with friends and family.
- Encourage, support and model for employees “Asking for what you need.”
- Teach employees how to calm themselves before the storm with the [4-7-8 breathing technique](#).
- Help the workforce develop strong mental fitness for life with the 6-week Positive Intelligence Program led by a PQ-trained coach, like [Jill Brown](#) – that’s me!

Inspiration

[Complete the 6-week PQ Program](#)

Open Communication

“Communication – the human connection – is the key to personal and career success.” ~ Paul J Meyer

Foster an open dialogue about wellness, mental health, and work-related stress to reduce stigma and create a supportive atmosphere.

1. Provide thought leadership and promote open dialogue about key topics such as financial wellness, building new healthy habits, meditation and mindfulness, mental health in the workplace, self-care, stress and burnout, wellbeing in remote settings.
2. Give employees a voice by gauging how they are feeling about wellness at work through surveying, use the results to identify areas of opportunity, incorporate solicited feedback/ideas to personalize bolstering of initiatives, and resurvey to track improvements.
3. Use technology to create a community of wellness, a forum for connecting, and a vehicle for promoting, tracking, and celebrating successes.
4. Be authentic, transparent, and real in communications – Real is the new healthy!

Inspiration

[The Integral Role of Communication in Workplace Wellness](#)

Coach Profile



For more than two decades, I've been transmuting my passion for helping people into actions that get results. As an HR executive, I have designed and executed transformational people strategies that nurture engaging workplace culture while advancing overall business objectives. As an executive coach, I help executives, senior leaders and HR leaders expand personal and professional effectiveness to elevate organizational impact and results, experience more joy, reclaim sense of purpose, and enjoy more peace – both at work and in life.

I've led human resources operations, organizational development, leadership and learning, and employee communications functions for several companies, primarily in the services sector across multiple industries. A thought leader in areas such as creating values-based cultures, elevating employee engagement, implementing a coaching organization, growing servant leaders/heart-centered leadership, evolving through conflict and change, workplace wellness, and activating greatness to achieve

optimum results to name just a few, I've had the distinct pleasure of working with hundreds of amazing executives achieve the prestigious, "Best Places to Work" award for the companies they serve.

I have a bachelor's degree in psychology, a master's degree in human resources management, am a Certified Senior Professional in Human Resources (SPHR), a Certified Personal & Executive Coach (CPEC), a PQ-trained Executive Mental Fitness Coach, an NASM-Certified Personal Trainer (CPT), an NASM-Certified Nutrition Coach (CNC), and an independent licensed Life/Health/Disability/Sickness broker.

I get tremendous joy out of sharing my talents and gifts to inspire and help others achieve their goals and actualize a life of authenticity, vibrancy, and purpose. It's a calling!

Toward that end, I help c-suite executives in mid-market companies positioning for (or struggling with) growth go from poor or inconsistent results to solidly sustainable success by laying a rock-solid foundation for maximizing performance, impact, wellbeing, joy, and peace of mind.

Some of the organizations I've served include:



Ready to take bold steps to reach your true potential?
Book a **FREE coaching session** with me to see if we are great fit!
https://calendly.com/jillbrowncoach/discovery_c