

Leadership Speaking Guide

Why it's important for employees to hear from their leaders

Employees who feel connected and cared for at work are more engaged and satisfied with their jobs. **According to Gallup**, companies with high employee engagement are also 21 percent more profitable.

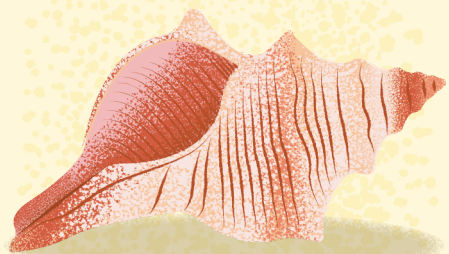
By **connecting with your employees, you can build trust, increase engagement and drive innovation.**

But sometimes, employees believe wellness programs exist only to benefit the company and lower costs. This can make them feel **jaded and lead to feelings of resentment.** By hearing directly from an executive who is engaged in a wellness program, you can start to dismantle these negative beliefs and help your employees understand that you are invested in their health.



How to show employees they are valued

- **Lead by example:** It's important not just to talk about your wellness program but to participate in the program. If you're engaged in your well-being program, it will be much easier to convince your staff that you believe in your wellness program and its ability to help your employees reach their goals.
- **Share your story:** When speaking about your wellness program, be specific and share the resources you use and enjoy. Describe what programs you use and how they help you achieve your goals.
- **Listen to your staff:** Give your employees opportunities to provide feedback about your wellness program and work with managers and other leaders to implement this feedback.
- **Use quantitative data:** Let your employees know how many of their co-workers are engaged in your wellness program, share statistics from your wellness challenges and highlight employees who are engaged in the program.
- **Encourage a culture of knowing their numbers:** Encourage employees to take the first step to better health by completing their health screening.
- **Share [redacted] incentives:** Let your employees know that the wellness program offers "well-being rewards" for participating in wellness activities such as completing a Daily Habits plan, logging steps or downloading the Wellness At Your Side app.
- **Be vulnerable:** Share the struggles you have around health and well-being. Sending a simple reminder that we're all human beings with emotions, feelings and struggles can **help build trust in your organization.** A 2020 study by **Emtrain** found 86 percent of employees believe empathy is important at work, but only half of employees believed their colleagues and leaders displayed empathy.



Talking points to communicate to your employees

"You should always make time to nurture your well-being. Not only can it help you feel your best, but it can also help you live a longer, healthier and happier life. That's why I'm excited to remind you of [REDACTED], a well-being program powered by our partner, WebMD."



"Just like everyone, sometimes I struggle with keeping up with healthy habits. But with [REDACTED], I know I can get a little extra motivation from a WebMD health coach, my co-workers and a community of support, whenever I need it."

"I want all of our employees to live fulfilling lives and I believe [REDACTED] can help. I enjoy our program because it keeps me motivated and engaged in my wellness journey."

"[REDACTED] has helped me live a healthier life and I'm proud to work for an organization that prioritizes our employees' well-being. Through [REDACTED], I've become more intentional with how I approach my health. I want all of our employees to participate in [REDACTED] and experience all the benefits such as wellness challenges, health screening events and much more."

"What I really appreciate about [REDACTED] is the holistic approach to health. Well-being is so much more than physical health and through our wellness program, I've learned how to prioritize my emotional and mental well-being. I've had such a great experience and I hope all of you join me on the [REDACTED] portal."

