

EMPLOYEE ENGAGEMENT GUIDE



2024

GETTING YOUR PEOPLE INTERESTED IN WELLNESS AT WORK

Employees appreciate quality health programming at work more than ever; in fact they demand it. But too often there's a disconnect...

On average, only 60% of employees are aware of their employer's offerings, and just 40% of that population actively participates. The current climate of work-from-home has made virtual wellness events easily accessible, but consistent participation remains an issue. Many of us have acclimated to the new normal, and may not be as compelled to "tune-in". We're missing out!

The guide that follows is a compilation of the methods I encourage to motivate your audience to get involved.

A successful initiative requires a clear vision, intention, consistency, and talented providers. I'm here to simplify your search for nutrition and wellness expertise that actually gets attention.

MY JOB IS TO INSPIRE YOUR PEOPLE TO SAY, "THANK YOU" for the support, the empathy, the quality information, and the permission to focus on their health while at work. Let's team up and power the wellness of your workplace, together.

Wishing health,

A handwritten signature in a cursive, orange-brown ink that reads "Barbie".

1

CREATE AWARENESS

Advertise events and offerings on a bi-weekly basis in the corporate communications system. Barbie Boules Longevity Wellness will provide attractive promotional materials for this purpose. Automate promotions for 14, 10, 7 days, and 24 hours prior to event.

2

SEND A WELLNESS-SPECIFIC NEWSLETTER

Your employees receive too many work-related emails they ignore; make wellness communication stand out! Regular reminders with positive, encouraging messaging; colorful graphics; dates and times; and incentives go a long way towards better participation. Clients of Barbie Boules Longevity Wellness with contracts for 12 months of events receive a complimentary monthly newsletter to share with your audience upon request.

3

HAVE A USER-FRIENDLY FEEDBACK SYSTEM

Don't guess what your employees want. Simply ask. Have a simple form that lets employees express themselves, and gives you the crucial information you need about topics, method of delivery, and time of day. Send it out at the beginning of the year to determine your menu of options, and after each event to stay connected with your peoples' needs. Share the feedback with your providers.

4

SHARE FEEDBACK & SUCCESS STORIES

Use positive feedback on a larger scale. With permission, publish good news in your wellness communications. Perhaps Ellen learned to cook nourishing foods and improved her cholesterol profile, Mark started exercising daily and his blood pressure is in normal range, Jennifer is sleeping better, and Michael is eating veggies everyday. Small peer victories encourage people to do better for themselves.

5

BE CONSISTENT

Your programming will depend on the size of your audience and your budget, but research indicates employee engagement is strongest when offerings are scheduled weekly or monthly, even better when it's the same day at the same time of day. It's Wellness Wednesday! Or Meditation Monday! makes events easier to remember, and maintains momentum.

6

KEEP PROGRAMMING RELEVANT

Use feedback survey and bio-screening data to tailor events to your employees' pain points. Examples are improving cholesterol & blood pressure, diabetes prevention & management, and the ever-popular developing stress skills. Attendance improves when people feel they're spoken to directly. CONSIDER UNDERSERVED TOPICS like financial wellbeing, menopause, healthy aging, LGBTQ+ issues, and BIPOC concerns.

7

HOLD CHALLENGES OR CREATE GROUPS

Weight loss challenges are both dangerous and passé, but there are so many possibilities that truly connect: drink half your body weight in oz of water every day, get your greens daily, walk 15 miles a week, prioritize 7-9 hours of sleep a night, don't drink your calories, go alcohol-free, cook 3 new recipes this week, 5 minutes of meditation daily, 30 minutes of exercise daily, eat your lunch, stretch every hour. Center challenges around improving habits rather than unsustainable outcomes. Private group platforms are simple to set up and manage, and strengthen community.

8

INCENTIVIZE, INCENTIVIZE, INCENTIVIZE

Whether it's a reduction in health insurance costs, a cash-back bonus, gift cards, swag bags, a fabulous free lunch at in-person events - sometimes people need a little extra reason to show-up for themselves. Set aside a bit of your budget to make each event feel like a gift. Once you have your employees' attention, you'll keep it. Consider a generous raffle for employees who participate in every offering of the year.

9

USE A SIMPLE SIGN-UP SYSTEM

Make it super-easy for your people to participate by choosing a user-friendly sign-up system. This is a great way for you to send reminders and keep track for incentives.

10

HAVE A CLEAR VISION

Based on feedback from employees about their pain points, craft a progressive and holistic plan that addresses needs from different angles. For some, workshops will resonate, for others it's cooking demos, for still others stress-melting meditation and movement sessions are sweet relief. What do you want to help your people address this year, and what methods will create lasting change?

11

GUARANTEE COMPLETE PRIVACY

One of the main reasons employees don't participate in wellness offerings is concern about personal privileged information getting into the wrong hands. Be sure to add a sentence or two to all promotional materials about their protection, and have the conversation with you providers.

12

ALLOW THE TIME

Another key factor in employee participation is your people believing they have the time, and that it's worth what time they have. While working from home has cut down on commute time, many employees feel over-scheduled and taken advantage of with "back-to-back" meetings or a sudden job description shift that now includes double the work with no compensation increase. The health of any wellness program depends on employers encouraging, promoting, and allowing without consequence the time for self care.

13

HOST A WELLNESS ORIENTATION DAY

This is an opportunity for your providers to give orientations for their programming throughout the year. Hearing a concise message in a single day can create interest and excitement, and is simpler to remember than information parsed over several weeks or months.

14

MAINTAIN OPEN LINES OF COMMUNICATION

Respond to feedback and act on it in a timely fashion. Let your people know you're listening, and working hard to meet their needs.

15

MAKE IT FUN!

Stale statics, shaming, criticizing, and fear tactics turn people off. Always use positive language in your messaging, get creative with communication and event variety, and hire providers who resonate.

14 DAYS LEADING UP TO AN EVENT



BETTER PREPARED FOR NEXT EVENT



LEARNING EVENTS

Barbie's 60-minute dynamic and interactive online team events include: a 20 minute workshop, a 30 minute cooking class, and a 10 minute Q & A session. A comprehensive topic ebook & recipes accompanies each talk. These sessions get participants engaged, start conversations, and effect positive change. Everyone takes away simple, science-based insight they can implement immediately



1:1 HEALTH COACHING

Barbie brings the same personalization to employee wellness coaching that she does to sessions with her private clients. Every employee benefits from individual attention, encouragement and effective health goal planning. Barbie's holistic and comprehensive approach addresses the needs of each client, including nourishing, quality sleep, daily movement, and managing stress.



CUSTOM SPEAKING EVENTS

Incorporating Barbie Boules Longevity Wellness offerings into your panels, expos, health fairs, and wellness days is a great way to add high-quality information, dynamic conversation, and a unique spin on wellness topics including nutrition and lifestyle practices for optimal metabolic & brain health.

ABOUT THE OWNER

BARBIE BOULES, RDN

President, Barbie Boules Longevity Wellness
registered Dietitian Nutritionist
Certified Health Coach & Meditation Teacher
Cognitive & Metabolic Health Specialist

Barbie is a workplace wellness enthusiast, with extensive experience creating vibrant nutrition and health programming for over 100 employers and their people.

Her approachable, candid, fun, evidence-based insight is sought-after for inspiring health-promoting action. Her philosophy centers around what she calls The Four Pillars of Optimal Wellness: nourishing foods, quality sleep, daily movement, and solid stress skills.

Barbie has coached thousands of clients to success by coupling science-backed guidance with a unique approach that encourages a joy of eating and makes nutrition and wellness simple, sustainable and satisfying.

Her programs are enjoyed by forward-thinking organizations across a number of industries including insurance, finance, legal, architecture, engineering, IT/software, television and more. Her presentations are an anticipated highlight in wellness initiatives across the U.S..



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