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SIMPLE STEPS TO BUILD A COMPANY CULTURE OF HEALTH



DEREK OPPERMANN

HR'S ULTIMATE EMPLOYEE WELLNESS INITIATIVES WORKBOOK



A few words from Derek

Did you know that 58% of employees who work at a company with a culture of health report high levels of job satisfaction? Compare that with 15% of employees at those without one and you can quickly see how vital cultivating such a culture is to employee attraction and retention. But perhaps your own company is struggling with gaps in its health and wellness strategy, and that's resulting in workers job-hopping, presenteeism, and poor performance. Sound familiar? It may well be if your company lacks a robust culture of health.

If you are reading this workbook there's a good chance you've been looking for ways to create that corporate culture of health. Perhaps you have been exploring reasons that make so much sense. You may even have begun researching ways to begin the process. I'll be honest, there's not much in this resource I've created for you that you couldn't find on your own using Google. But it will save you hours of tedious hunting and sorting and give you what you need at your fingertips. But why wait? Everything you need is here!

As always, I am here to support you if you find this process challenging. Feel free to reach out.

To your health!

A handwritten signature in black ink that reads "Derek O."

Derek Opperman, Corporate Health Coach and Lifestyle Expert

A large, stylized yellow double quote mark graphic, used to enclose a quote.

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INTRODUCTION

This workbook is to help you think beyond the “wellness program” to create a culture of health. What are the benefits of creating a culture of health in the workplace?

No two companies are the same, but employees who work for businesses that value a culture of health are more engaged and productive, happier, and less likely to jump ship for a different company. Bear in mind...81% of executives believe their company does a good job supporting employees' physical and mental health, whereas 46% of employees disagree. That's a wide disconnect!

So, what's involved in going beyond employee health and wellness programs to build that culture of health?



"Culture is the "tacit social order of an organization" – unspoken but definitely felt. It shapes words, attitudes, and deeds in profound and enduring ways."

Why fostering company culture matters

Culture is the “tacit social order of an organization” – unspoken but definitely felt. It shapes words, attitudes, and deeds in profound and enduring ways. Those tacit cultural patterns define what an organization encourages, discourages, accepts, or rejects. A well-adjusted company culture aligns with personal motivations and values. It can generate a massive surge toward shared aspirations and goals and create a thriving organization. Employees at companies with positive cultures are more likely to:

- Say their managers treat them with kindness and respect.
- Feel pumped up by the company's mission.
- Suffer less stress and experience more engagement.
- Take fewer sick days.
- Embrace their authentic selves.
- Remain loyal to their company.

In short, a well-adjusted company culture helps people to show up and perform, ultimately impacting profits and growth. As Peter Drucker once famously quipped, “Culture eats strategy for breakfast.”

Moving beyond employee health and wellness programs

Companies have lots of ways to foster a culture of health. Using leadership to your full advantage is an effective one. But the lion's share of what makes a positive workplace culture is how a company cares about and supports the holistic well-being of its people. When employees are treated well consistently across the full spectrum of health – social, mental, physical, and financial – they'll be able to thrive and contribute positively to the organization. But a healthy workforce won't magically appear; you'll need to cultivate one thoughtfully. It's really a simple step-by-step process. And your completed document will serve as an intentional blueprint to build a foundational well-being culture.

Remember, at every step of the way you will need to involve senior executives and management. Here's why:

- Buy-in from senior executives and managers ensures you have the resources to support the program.
- Strong leadership is vital to promoting workplace well-being.

Bearing these points in mind, Let's begin!

1

GO OVER YOUR COMPANY VALUES WITH A FINE-TOOTH COMB



The first step is to diligently reflect on your company's values. A healthy corporate culture is strongly tied to its core principles and beliefs – and it applies from the corporate office on down. Success means employees being able to connect to these values, or else your efforts to build a workplace wellbeing culture could be doomed to failure.

Consider how a corporate wellness culture aligns with current company values. Read over your company's mission and vision statements, then create vision and mission statements for this new project and what you plan to achieve for company health.

[Get in-depth corporate wellness recommendations on our blog](#)

2

GET LEADERSHIP BUY-IN AND FORM YOUR WELLNESS COMMITTEE

How can you enlist the enthusiastic participation of senior executives and managers? How about your employee health champions? What do they each know so far? What gaps in their awareness do you need to address? You could handle all this in your HR department, but it makes more sense to bring other people in now, ideally from every organizational level. By establishing, supporting, and maintaining a Worksite Wellness Committee, you'll provide opportunities for leadership, management, and staff to:

- Foster collaboration
- Establish robust cross-level/department lines of communication
- Create your new culture of health!

So, who's going to serve on your new Workplace Wellness Committee? Lots of questions! Find the checklist and instructions in Worksheet 2.



[Discover ways to get your leadership involved](#)

3

FIND OUT WHAT EMPLOYEES NEED AND WANT

At this step, you'll establish employee needs by gathering and analyzing existing health and demographic data. This is information you'll need to assess the success of any programs you implement and establish a baseline to determine ROI.

Then you'll take the pulse of your organization. Any successful health initiatives start with getting feedback from your people. Use surveys and focus groups to get a clearer view of demographics and learn what employees expect. Take care to include a representative sample of your people across generational, racial, sexual orientation/gender identity (SOGI) lines to gauge a realistic idea of what wellness represents to the whole organization. After you've carefully listened, communicate the things you learned to your employees and the steps you intend to take to begin creating a culture of health in the workplace. Throughout any survey process, INSURE CONFIDENTIALITY.



[Learn more about investing in employee satisfaction](#)

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CRUNCH THE NUMBERS

The most effective wellness programs measure success in two ways: Return on Investment (ROI) and Value on Investment (VOI). These are the only ways to ensure that your health initiatives bear fruit. Because as Peter Drucker also famously quipped, "Only what gets measured gets managed."

What do you measure currently? What else could you measure?

[Evaluate your company's core wellness program effectiveness with Derek.](#)



5

CREATE YOUR PROGRAMS AND MAKE THEM VISIBLE

Armed with survey responses and health-related metrics, you now have the information you need to begin designing and developing programs and ensure everyone knows about them.

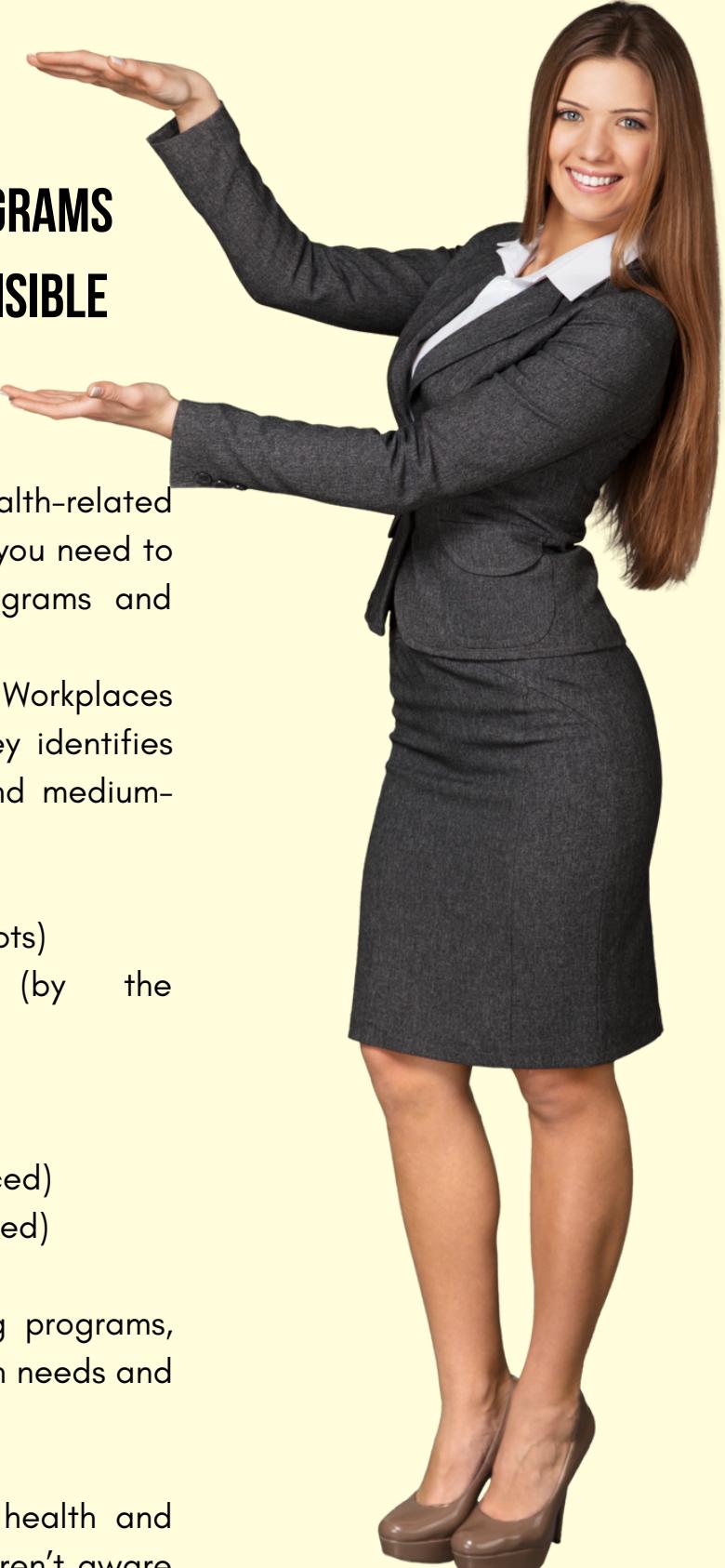
The Interdisciplinary Center for Healthy Workplaces at the University of California, Berkeley identifies eight types of programs that small and medium-sized companies can implement:

1. Education Programs
2. Social Community Building (grassroots)
3. Social Community Building (by the organization)
4. Preventative Care Program (lite)
5. Healthy Habit Formation (lite)
6. Healthy Habit Development (enhanced)
7. Preventative Care Program (enhanced)
8. Disease Management.

As you begin the process of creating programs, consider both employees' current health needs and demographics.

Then make your programs visible!

There's no point in having employee health and wellness programs if your employees aren't aware of them, so for success visibility is key. How will you spread the word?



[Explore ways to make your programs visible with Derek.](#)

6

START WALKING THE TALK!

Congratulations! You've gotten this far! Now is where you begin truly building your vibrant company culture of health. We're going to cover three important topics:

- Modeling wholesome habits
- Supporting employee's passions outside of work
- Championing community service.

Okay, let's go!

Model wholesome habits

A robust culture of health begins at the top. Yes, it's vital to walk the talk. Employees need to see senior leaders and managers focusing on their own health habits. That way, your people will be more motivated to devote attention to their own wellness habits. It will signal to your workforce that wellbeing is an integral part of the culture – not just a nice-to-have, but a need-to-have.

Support employees' passions outside of work

The pandemic gave people the opportunity to reflect on what really mattered in life. Often that meant devoting more quality time to family or pursuing personal interests. Now they're asking employers to give them the flexibility to fit these significant activities in. How are you going to make this happen?

Champion community service

Research shows that employees who participate in volunteer activities are more likely to be engaged at work. Of the 51% of cross-industry companies that Boston College surveyed that measure the connection between community service and engagement, 96% reported a positive correlation. Yes, employees are happier and more productive at work when they have opportunities to make a difference in the lives of others. And that's not all. Potential job applicants find companies that have robust volunteer programs especially attractive because it:

- Creates a sense of pride about the possibility of working for your company
- Helps them perceive how their own values would fit in
- Gives them positive expectations about how the company treats its employees.



7

OPTIMIZE YOUR WORK ENVIRONMENT FOR HEALTHIER HABITS AND PROVIDE A VARIETY OF OPPORTUNITIES TO BOOST PHYSICAL ACTIVITY EACH DAY

Did you know that employees who have high well-being incur 41% fewer health-related costs than their lower well-being counterparts and a 35% lower turnover rate? It's hard to achieve employee well-being if you don't support it in the physical workplace. Is your organization sending employees mixed messages? Think doughnuts at meetings or ergonomically compromised workspaces – at work or in a virtual office. It's time to make employees' work environments healthier and happier.

Provide a variety of opportunities to boost physical activity

Targeted movement throughout the day can help improve mood, increase focus, and reduce stress. But employees are looking for your permission to leave their desks and move about. How are you going to achieve this?

Find out how to create a new action plan.



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PRIORITIZE EMPLOYEES' MENTAL HEALTH

Today's employees consider mental health to be equally important as physical health. And although the stigma associated with admitting to mental health issues is beginning to wane, it's still awkward for an employee to ask a manager for a mental health day. Putting a focus consistently on the importance of mental health will speak volumes to employees, as well as let them know frequently what resources are available to them. Begin by calling attention to your Employee Assistance Program (EAP) and its employee support system. Then, if you haven't already, consider wellness programs your company could offer to reduce stress, encourage mindfulness, or foster resilience.



As your workforce starts to engage regularly with your health-focused programs, they will experience improvements in their daily lives.

Final Thoughts

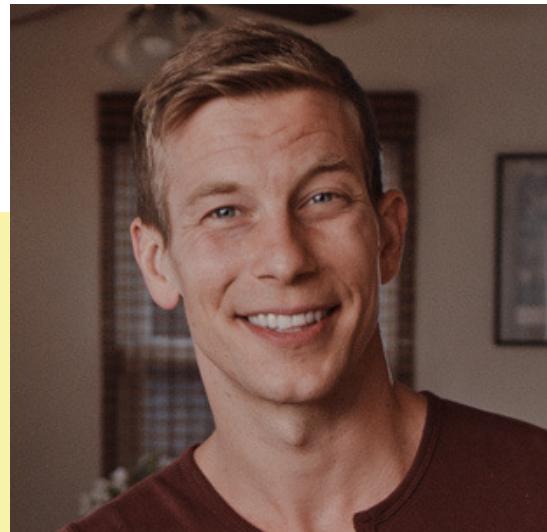
So, there you have it, I've provided 8 simple steps toward creating a culture of health, broken down into bite-sized chunks. Working with corporate clients has taught me that organizing an effort like this can be challenging! That's why I created this step-by-step guide.

I'd like to tell you that transforming company culture can happen overnight, but that's just wishful thinking. It will require extensive thought, planning, and time to integrate all the elements. Instilling a culture of health also requires continuously monitoring the pulse of your employees and tweaking wellness initiatives to confirm and solidify your commitment to workforce well-being and ensure you maximize investment and outcomes.

To your health!

Derek O.

Derek Opperman, Corporate Health Coach and Lifestyle Expert



But as your workforce starts to engage regularly with your health-focused programs, they will experience improvements in their daily lives. And a healthy employee means a healthier bottom line, as employees incur fewer medical costs, become more productive, reduce absenteeism rates, and stay with the company. It doesn't get better than that.

Remember I am here for you as a resource and guide, especially if you find this process overwhelming. [Feel free to reach out to me at any time](#) to schedule a chat.

Ready to get started building your culture of health?

About DEREK

Derek has been a corporate wellness coach and lifestyle expert for over 10 years. He understands how employees can experience the fulfillment of their potential so that companies save money while building an inspiring culture all at once with one turnkey premium service!

His company, LifeUP delivers comprehensive programs that provide the "a-ha" moments which transform employee wellness. With an immersive experience for each individual attendee, LifeUP creates transformative change for everyone. Because of this, Derek has managed to make his services become highly sought after by leading employers all over North America!

Derek is based in Los Angeles, California. When he's not working with companies and executives, you can find him chasing his daughter, working out at his home gym or sneaking out with his wife for a glass of wine and a good meal.

Derek is available for speaking events, global and virtual summits, podcasts and interviews. He'd love to [connect with you](#).



RESOURCES

AAPOR: Best Practices for Survey Research

<https://aapor.org/standards-and-ethics/best-practices/>

AON/Hewitt: The Consumer Health Mindset

<https://onestopwellness.com/wp-content/uploads/2019/01/consumer-health-mindset-report.pdf>

Boston College Center for Corporate Citizenship: Community Involvement Study, 2021

<https://ccc.bc.edu/content/dam/ccc/4. Reports/CI>

[Study/CommunityInvolvementStudy2021_DemographicSlides_External.pdf](#)

CDC: Designing surveys

<https://www.cdc.gov/workplacehealthpromotion/model/employee-level-assessment/designing-surveys.html>

CDC: Worksite Health Scorecard Login

https://nccd.cdc.gov/DPH_WHSC/HealthScorecard/Home.aspx

CDC: 2019 Worksite Health Scorecard Manual

<https://www.cdc.gov/workplacehealthpromotion/initiatives/healthscorecard/pdf/CDC-Worksite-Health-ScoreCard-Manual-Updated-Jan-2019-FINAL-508.pdf>

Gallup: Why Your Workplace Wellness Program Isn't Working

<https://www.gallup.com/workplace/236531/why-workplace-wellness-program-isn-working.aspx?version=print>

Gallup: Unhealthy, Stressed Employees Are Hurting Your Business

<https://news.gallup.com/businessjournal/154643/unhealthy-stressed-employees-hurting-business.aspx>

Optum: Achieving a culture of health in the workplace

https://www.optum.com/content/dam/optum3/optum/en/resources/white-papers/Culture_of_Health_WP.pdf

Transamerica Center for Health Studies/UC Berkeley: 2018 Employer Guide: Implementing Wellness Programs Successfully

https://transamericanstitute.org/docs/default-source/berkeley/2018employerguide.pdf?sfvrsn=80bd5e9b_4

Work Well NC: Wellness Committee Guide

https://workwellnc.com/workbooks_committee.php