



5 Keys to Launching a Successful Corporate Wellness Program

ONE Leadership Commitment And Support

A successful health promotion program starts with a commitment from company leaders, and its continued success depends on ongoing support at all levels of the organization. In particular, leaders at companies with successful programs establish a healthy work environment by integrating health into the organization's overall vision and purpose. Senior leaders not only speak of its importance to the organization's success, they lead by example.

TWO Build A Culture Of Health

A healthy company culture is built intentionally. It is first and foremost about creating a way of life in the workplace that integrates a total health model into every aspect of business practice, from company policies to everyday work activities. Examples are:

- Flexible work schedules, giving workers latitude in decision-making, setting reasonable health goals, providing social support
- Enforcing health-promoting policies and establishing a healthy physical environment (healthy food offerings, staircases instead of elevators, walking trails in and outside buildings and treadmill workstations).

THREE Ask For Help

A workplace health promotion program cannot be imposed on workers as yet another management cost-containment initiative. Boosting engagement in wellness can only be achieved when workers own the program, understand how they and the company benefit, and are given a meaningful voice in its ongoing operation.

FOUR Spread The Word

Strategic communication leads to greater engagement in employee wellness programs. This boils down to getting clear messages out to workers: this is what the program entails, here is how it works, here's what's in it for you, and here are ways to get involved.

FIVE Offer Smart Incentives

Simply paying people to change life-long habits may not work. However, there is strong evidence that proper incentives drive participation rates, keep employees engaged and motivated to begin efforts to achieve self-determined health goals.

READY TO TAKE THE FIRST STEP?

Start your program with a complimentary wellness employee interest survey:

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