

Gain Senior Management Support for Wellness Programs

Developing and executing a successful wellness program at your organization can be difficult, especially without the support of upper-level management. While many companies find that senior management is 100% behind their wellness initiatives, other companies' executives may struggle to find the value of such efforts. In fact, some may not be able to make the connection between the company's overall business plan and the wellness of their employees and families.

To get senior management at your company on board with a new wellness program, you must first determine their level of support. According to the Wellness Council of America (WELCOA), these are the six steps an organization should take to capture senior management's support for their wellness program.

Step 1: Establish Common Ground

The first step in the process of capturing leadership support is to establish common ground. Think about the following questions:

- What kind of results do our leaders want to see from our wellness initiative?
- Are we sure that these are the results they want to see?
- What does this mean for our wellness program?
- How are we doing in being able to give our senior leaders the evidence they want to see?
- What are the most important outcomes we can share with our leaders?

Step 2: Connect Emotionally

The second step in effectively engaging leadership in supporting the company's wellness initiative is to connect emotionally. Consider the following questions:

- What kind of personal stories of health improvement already exist within our organization?
- How might we best tell them to our leadership?

Step 3: Make It Personal

The third step in engaging leadership in supporting the company's wellness initiative is to make it personal. Consider the following questions:

- Is there a champion for personal health among our executive/management team?
- What resources might we leverage to help leaders protect their health and become healthier?

Step 4: Supply the Evidence

The fourth step in engaging leadership in supporting the company's wellness initiatives is to supply as much evidence about the success of worksite wellness programs as we can.

- What resources already exist to help us do this?
- Are there other companies within our industry that have built great wellness programs?
- Are there other companies within our community that have built wellness programs that would capture the attention of our leaders?
- How can this information be leveraged to our advantage?

Step 5: Connect the Dots

The fifth step in engaging leadership in supporting the company's wellness initiatives is to help them better understand the specific steps to implementing a workplace wellness initiative. Consider the following questions:

- How can we leverage the information provided by WELCOA so that they understand the 7 Benchmarks of workplace wellness?
- Is there other information that already exists within our community that can help our leaders?

Step 6: Build Skills

The final step in engaging leadership in supporting the company's wellness initiatives is helping our leaders build the skills necessary to effectively lead the company's wellness initiative. Consider the following questions:

- How can we help leaders be more vocal when it comes to our wellness program?
- How can we help leaders be more visible when it comes to our company's wellness program?

For more information on the Wellness Council of America, please see WELCOA's website at www.welcoa.org.

This article is not intended to be exhaustive nor should any discussion or opinions be construed as legal advice. Readers should contact legal counsel or an insurance professional for appropriate advice. Design © 2019 Zywave, Inc. All rights reserved.