

Your organization is already implementing employee wellness programs and eco-friendly business approaches. But are these activities creating real value? Unleashing new innovations? Boosting productivity? Reducing costs? Forging better relationships with consumers and communities?

The real question is: Are these activities fostering a true culture of wellbeing? And do you know how to lead it?

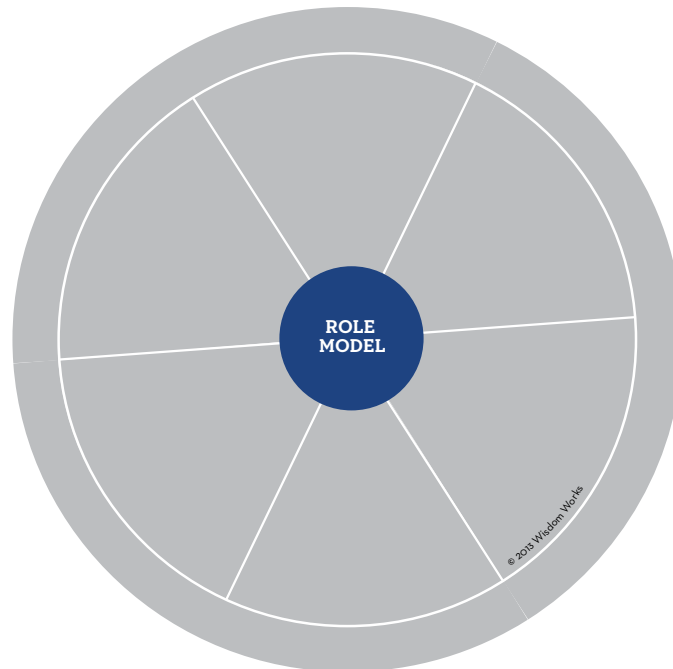
Find out where you land on our ***Leading Wellbeing™ Framework***—and then learn the leadership roles you can play to amplify your ability to inspire, mobilize, and sustain a culture of wellbeing and high performance.

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Take a look at yourself and your workplace.

IS THIS YOU?



Lonely Role Models

I am...

- Clear about how my personal wellbeing has an impact on my ability to lead
- Striving to live in a sustainable manner
- Physically energized, mentally sharp, emotionally balanced, and socially connected
- Sure about how to reconnect with my wellbeing personally, especially when I get off track

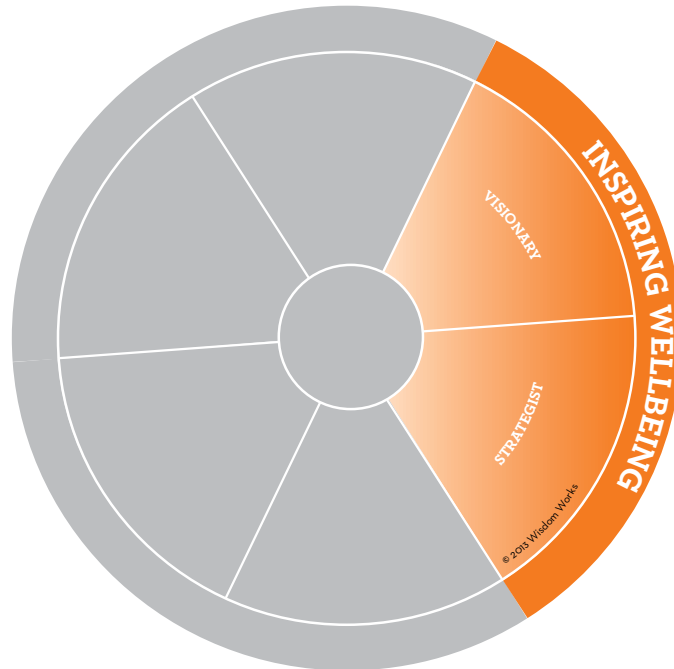
My workplace is...

- Respectful of my efforts to take care of my health and that of the planet, but my role-modeling is in a vacuum
- Pushing people too hard—oftentimes rewarding “activity” rather than results
- Clueless about how to give employees true permission and incentives to be healthier
- Using a myriad of wellness and eco-friendly activities, but these aren’t part of a widely held or well-integrated business strategy

You practice wellbeing behaviors in how you lead—and people admire it. That’s great, but without championing wellbeing, coaching the wellbeing of others, and instilling wellbeing practices deep within your organization, your ability to role-model won’t reap deep wellbeing rewards for the organization.

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IS THIS YOU?



All Talk But No Walk

I am...

- Great at creating a business case that a culture of wellbeing can bring benefits to my organization, and able to develop a compelling vision and strategies to get there
- Tuned in to the signs of stress, reactivity, and burnout in my team and workplace
- Not exactly sure how to manage my own wellbeing or to role-model wellbeing for others
- Unsure how to mobilize the team or organization around the vision of wellbeing I can clearly see

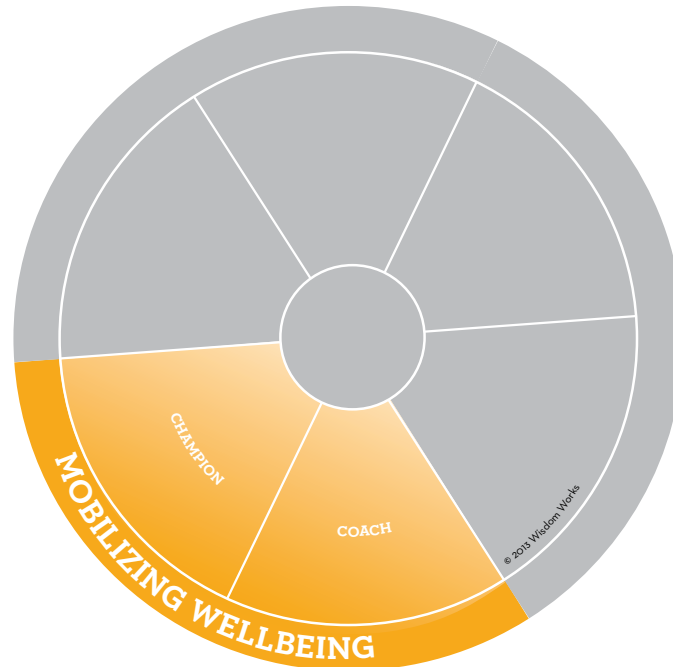
My workplace is...

- Inspired by a future where building a culture of wellbeing plays a major role in our business performance
- Eager to be out front capitalizing on the wellbeing trends that are emerging globally
- Often called “all talk but no walk,” as our start-stop efforts to increase wellbeing with employees never seem to produce meaningful results
- At risk of losing or not attracting employees who care about the planet and seek a fully integrated life

Leaders who have a great vision and strategies for wellbeing but lack the ability to mobilize the organization won't be effective no matter how inspiring they are. Ideas about wellbeing die on the vine without true champions willing to motivate, accelerate, and role-model—and without an organization that is ready and willing to change, inside and out.

Take a look at yourself and your workplace.

IS THIS YOU?



Cheerless Cheerleaders

I am...

- Terrific at helping people think about wellbeing by using broad-based leadership communications
- An excellent 1-to-1 coach and mentor for people who want to improve their wellbeing at work
- Clear about how to mobilize others—through conversations, events, meetings, and the like—to add wellbeing to our organizational agenda
- Unclear how to make the transformational changes necessary to build and measure a wellbeing culture

My workplace is...

- A repeat offender when it comes to promoting too many wellness activities and eco-campaigns that aren't linked to our company's vision and business goals
- Full of employees who'd love to ask leadership: "Why promote wellbeing for people and the planet when I have no time for it personally?"
- Worn out from our efforts to be cheerleaders of wellbeing without seeing much real progress

You are very busy championing wellbeing but also concerned about why a company that talks a lot about practicing wellbeing is so...unwell. You see the signs of over-stress in yourself, your workplace, and your brand. The issue: You can preach wellbeing all you want but without an inspiring vision and strategy—along with tactics for implementing wellbeing where work gets done—you can't build a wellbeing culture. Permission without a plan linked to performance doesn't work.

Take a look at yourself and your workplace.

IS THIS YOU?



Frustrated Builders

I am...

- Ready and willing to transform my workplace into a culture of wellbeing
- A voice for wellbeing at every business and organizational decision I can influence
- Curious about ways to demonstrate greater wellbeing in my own life
- Losing steam; it's hard to constantly put my energy into building a wellbeing culture in my organization when no one seems to fathom what it will really take (and I'm getting tired)

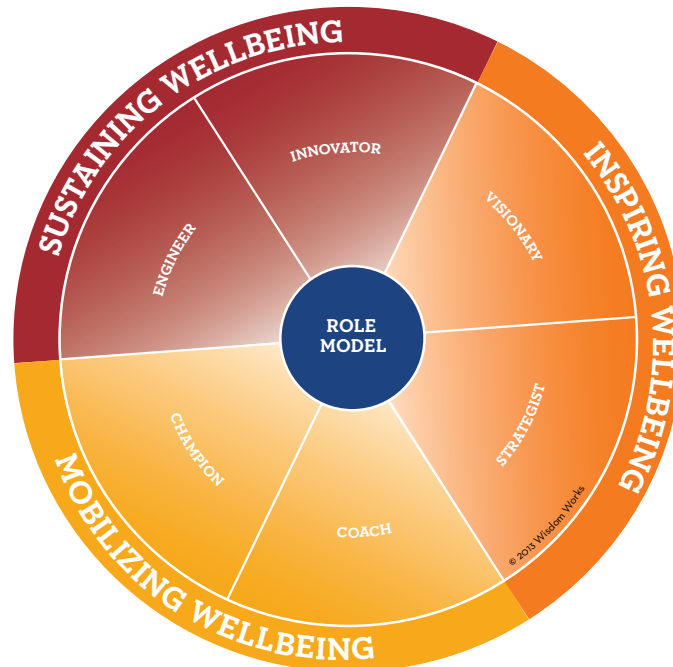
My workplace is...

- Saying the right words about promoting a wellbeing culture but has no strategic roadmap for making those words a reality
- Full of great ideas and pockets of momentum for using our organization's assets to promote wellbeing but these need to be vetted, connected, and implemented in ways that are focused, relevant, and measurable
- Often led by people who erroneously think a few small policy changes, such as a stress management program or a new recycling initiative, equal a shift to a wellbeing culture

It's true only in movies that "If you build it, they will come." A culture of wellbeing can't take hold with just a few programs or policy changes. It needs an all-encompassing vision and a support team of champions, coaches, and role models to get people inspired to bring the vision to life.

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IS THIS YOU?



Wellbeing Leaders™

I am...

- Physically healthy, mentally sharp, emotionally balanced, and socially connected
- Eager to create opportunities for others to enhance personal wellbeing as part of their success
- Always exploring new ways to create thriving workplaces, fuel wellbeing-inspired brands, and build healthier relationships with customers, consumers, employees, NGOs, and others

My workplace is...

- Clear that wellbeing is an “all-the-time/everybody” initiative that’s here to stay
- A place where employees gain energy and vitality and aren’t constantly depleted
- Getting recognition from clients, employees, suppliers, and business alliances for how we lead wellbeing
- Spending less on costs related to health risks, illness, and environmental neglect, and investing more on strategies for prevention, innovation, and sustainability
- Striving to be a role model for other organizations and industries that care about people, profit, and the planet

Wellbeing Leaders™ embrace wellbeing practices, instill wellbeing in the workplace, and advance wellbeing through their organization’s brands and partnerships. These leaders see the big wellbeing picture; they apply their leadership talents to wellbeing roles where they are strongest and activate colleagues to support other roles (see the Leading Wellbeing Framework™, next page). They recognize the link between wellbeing and business success and are proud to fuel the well-being revolution.

THE LEADING WELLBEING™ FRAMEWORK

The 7 leadership roles that amplify your ability to inspire, mobilize, and sustain a culture of wellbeing—and help you realize an untapped path to innovation, engagement, and high performance.



Inspire a Culture of Wellbeing

- **VISIONARY** Creates and articulates a big-picture vision of success that includes leading a culture of wellbeing inside and out.
- **STRATEGIST** Crafts relevant strategies for activating wellbeing by keenly tuning in to the needs, aspirations, and realities of an ecosystem of stakeholders—employees, communities, consumers, and partners.

Mobilize a Culture of Wellbeing

- **CHAMPION** Drives a culture of wellbeing by communicating strong, visible support through formal organizational channels and social networks of influence.
- **COACH** Assists employees in utilizing a wellbeing mindset and behaviors for greater personal fulfillment, engagement, and productivity in life and work.

Sustain a Culture of Wellbeing

- **INNOVATOR** Relentlessly mines best practices from the wellbeing efforts and actively uses wellbeing as fuel for innovations in the workplace, business, and community.
- **ENGINEER** Builds and scales the infrastructure, capabilities, and sustainable workplace practices that make wellbeing an everyday part of organizational performance.

Stand for a Culture of Wellbeing

- **ROLE MODEL** Strives to live wellbeing in all areas of life and work personally, setting an example that opens up new wellbeing-inspired paths for others.

TAKE THE NEXT STEP TO BECOMING A WELLBEING LEADER™
Contact Wisdom Works at info@wisdom-works.com