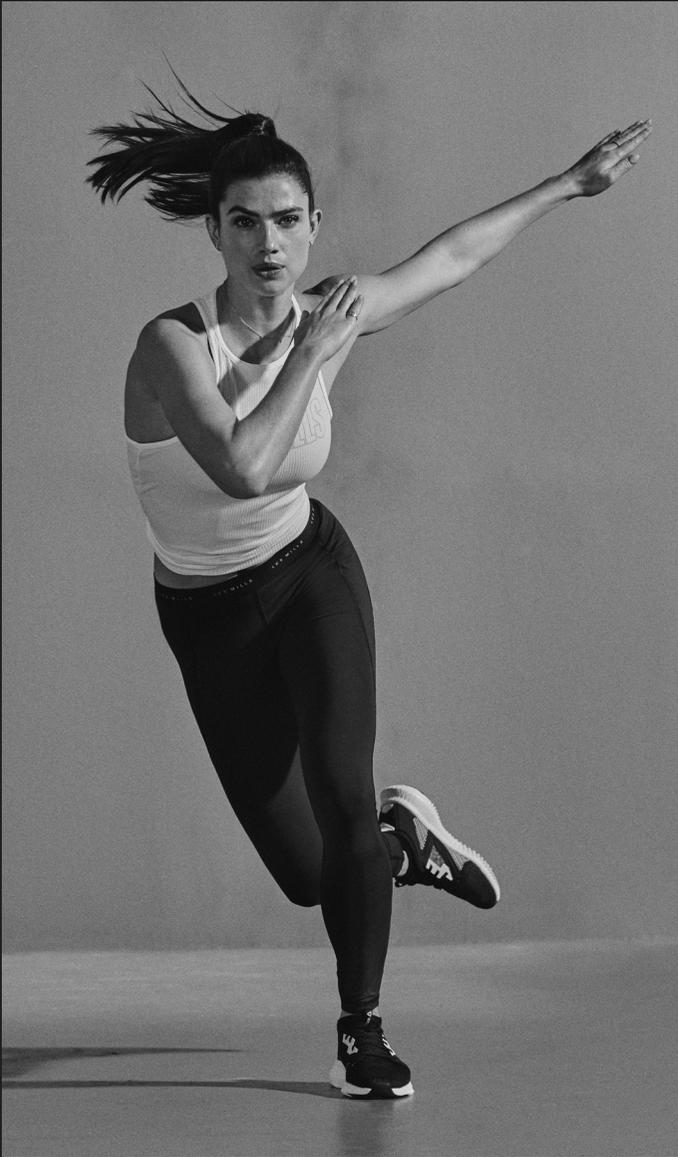




LES MILLS

Fit to Flourish
How to create a winning workplace wellness plan

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Fit to Flourish

Of all the recent shifts in workplace culture, the need for every employer to consider a wellness plan for their teams has been one of the most important. With the blurring of lines between work and home, helping employees maintain their physical and mental health is key to a strong culture, a resilient workforce and increased productivity.

For employers, there's a substantial return on investment (ROI) when you promote wellbeing, as well as a host of secondary benefits. Our research shows large sections of the workforce are working out to manage their stress levels, while receiving wellbeing support from their employer is key to sustaining this.

Employees who are offered a workplace wellbeing plan feel valued and are ultimately happier and healthier. They're more likely to stay with your company, reducing workplace churn and recruitment costs. They need less time off due to illness. And they work more effectively, which can improve productivity and profit.

What has changed?

The impact of COVID-19 has shifted priorities. More and more people are realizing they need to put themselves and their wellbeing first if they want to work at their best. Employees – particularly Millennials and Gen-Z – are seeking companies who take notice of these trends and actively support the wellbeing of their people.

As home working becomes more prevalent and the boundaries between work and play are blurred, so too are the distinctions around provision of fitness services. More and more employers are recognizing the benefits of an active workforce (and their responsibility to support this), while employees gravitate towards companies that care.

Build it and they will use it

Millennials are one of the fastest growing consumer groups for fitness products, so it makes sense that they're the group most eager for fitness and wellness benefits from their employers. And the evidence shows that when there's an employee wellness plan in place, people will make good use of it. Employees with access to fitness via their employer work out 43% more than those who don't — 5 times per week vs 3.5 times per week.

42%

Of people in the USA reported symptoms of depression or anxiety since the pandemic began.*

36%

Of exercisers work out to reduce stress.***

43%

Of employers include wellness offerings as part of their employment package.

80%

Are intending to regularly practice self-care after the pandemic.**

73%

Of Millennial employees find free access to digital workouts appealing, while 70% find free mental wellness/mindfulness tools appealing.

59%

Of employees with access to fitness/exercise/wellness offerings make use of them.

*US Census Bureau, December 20201

**www.healio.com/news/psychiatry/20200612/80-of-americans-intend-to-regularly-practice-selfcare-after-covid19-pandemic

***Gallup-Healthways Well Being Index

****Source: Gallup-Healthways Well Being Index

It's good for the health of your business

A proactive approach to workplace wellness isn't just good for your teams, it also drives business performance. Employees who regularly exercise and practise self-care are more likely to be focused and productive.

The concepts of 'sweatworking' and team bonding have long been established, with studies suggesting exercise – especially *during* working hours – can boost staff productivity, time management and work satisfaction.

Employees who don't exercise regularly are 50% more likely to have high presenteeism* than employees who do.**

*Presenteeism – being physically present at work but not working.



**Source: Gallup-Healthways Well Being Index

Build a winning plan

01/ Build employees into it slowly

Choose a wellness solution that is accessible to your whole company, so employees don't need to be experienced to get started. Wellness offerings catering to nutrition, stretching, recovery and breathwork are areas that everyone can benefit from, regardless of their fitness levels.

Partnering with a holistic health and wellness coach may also benefit employees who need the extra level of motivation and accountability.

02/ Make it about feeling good not looking good

The secret to helping your teams fall in love with your wellness plan is through fostering intrinsic motivation — meaning they do it because it's enjoyable and interesting, rather than because of any obvious external rewards, such as 'losing weight' or winning prizes. When you lead with this approach, it develops long-term behaviour change and motivation that is self-determined.

Reframing their motivation to be about feeling good, not looking good, empowers them to feel in control of their experience and makes it more inclusive for employees who lack confidence.

And be sure to explain why people are doing specific exercises. Research shows that when people understand the benefits, they're more likely to embrace the exercises with enthusiasm and shift behaviour.

03/ Encourage a little and often approach

Start promoting a 'moderate approach' to your wellness solution. Experts such as Professor David E. Conroy* say the best way to form a habit is through short, regular sessions, rather than longer, less frequent sessions. Three to five days per week is the sweet spot,** giving people the biggest reduction in poor mental health days.

The number one barrier to developing a regular routine is the perceived lack of time. Short durations are the antidote to that modern frenetic lifestyle — the sense of accomplishment people feel is just as powerful as a longer session. This improved sense of self will improve motivation and frequency.

04/ Make sure it's science based

A successful corporate wellness offering requires careful communication, as employees are increasingly discerning about the wellness brands that they choose and embrace. 'Wellness washing' is a growing concern amongst consumers, with 51% finding it hard to tell the difference between real and fake wellness products.***

Trust and honesty are more important than ever, so be sure to provide facts and credible information that your teams can trust. Messaging must be professional, safe, trustworthy and credible. At its core, your employee plan must focus on wellness, as well as mental and physical health.. And it must be proven to deliver results.

*www.lesmills.com/fit-planet/fitness/new-resolution-rules/

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***The Ogilvy Wellness Gap study

