

Focus on employee wellbeing to boost your bottom line.



The ancient Chinese philosopher Lao Tzu said “If you do not change direction, you may end up where you are heading.”

But to change the course of your business — toward more sustainable growth, better revenues, and higher shareholder value — takes more than simple housekeeping. Reducing staff, gutting programs, cutting production costs, and cost-shifting to employees are all tactics that have run their course. The only way left to be truly competitive now is to improve performance and productivity.

But productivity improvement doesn't happen by decree. It's the result of a workforce that's engaged in achieving their personal goals through supporting the organization's mission. If you don't see your people as your sharpest competitive edge, and don't focus efforts on their wellbeing, you're losing a further opportunity to reach your corporate objectives. Employee wellbeing is the critical driver of improved productivity.

Wellbeing, the Critical Dimension

What does “wellbeing” actually mean? It encompasses several elements:

- Having a purpose (such as a fulfilling occupation)
- Enjoying physical, mental and financial health
- Being part of a community
- Having a strong social network

Employee wellbeing isn't HR feel-good stuff. It's vital to the success of your business. And the data exists to prove it. Healthier employees are higher performers. And these high performers deliver results that have enabled their employers to outperform their competitors. Employees who better manage their health and total wellbeing also cost their employers less, through lower health care and disability claims cost, reduced absenteeism, and greater retention rates².

What's your role in supporting employee wellbeing?

As an employer, you can play a significant role in boosting individuals' wellbeing in a number of key areas:

- **Provide learning and development opportunities and career advancement:** By developing and rewarding talent, you not only manage succession and drive leadership success, you also engage your best people in helping fulfill your corporate vision.
- **Offer a broad range of health care, wellness, and retirement and financial programs:** It's a fact — when your workforce is healthy and not overwhelmed by financial responsibilities, productivity improves.
- **Create communities in the workplace and strong social ties:** Opportunities for working collaboratively open other possibilities for employees, creating the social “ties that bind” and keeping everyone focused on achieving the mission.

1. Adapted from the Gallup-Healthways Wellbeing Index.

2. Sources: Unilever: “Lamplighter” global organizational wellbeing program results; JOEM: “The link between workforce health and safety and the health of the bottom line,” Fabius et. al; Gallup 2013 WB Plan.



Why Wellbeing Matters

The “Great Recession” brought significant and lasting changes: Wages aren’t keeping up with rising health care costs; household incomes have fallen; stress is on the rise; and retirement readiness levels haven’t recovered. All of this has combined to erode the level of workplace engagement and reduce productivity.

That’s the bad news. The good news is that research tells us a workforce that is “thriving” — physically, financially, mentally, and socially — creates a high-performing workplace, one that typically outperforms its peers.

In the latest HR Communication Consulting report issued by Kennedy Consulting Research & Advisory, Conduent HR Services achieved The Kennedy Vanguard™ status for its employee engagement-centric consulting model, marketing focus and creative capabilities. Our client technology offerings were also cited as a significant differentiator. Conduent HR Services was found to be the industry leader among the 13 firms assessed by Kennedy when evaluating combined depth and breadth of communication capabilities. We were the only HR consulting firm to earn The Kennedy Vanguard distinction.

Learn More

By tapping into our innovative and strategic thinking with the latest in award-winning engagement tactics and proven technology, both your organization and your employees can realize the healthiest of returns.

For more information on how employee wellbeing programs can help you change direction, contact our Engagement practice consulting team at 1.866.355.6647 or hrrservices@conduent.com.

www.conduent.com/hrrservices

Helping You Support Employee Wellbeing

When you support the wellbeing of employees and their families, your employees, in turn, are in a better position to make a positive contribution to your organization’s success. But the question is, what do you need to do to achieve the best outcomes for your business and help your employees reach their career, health, and wealth goals?

Organizations today are clamoring for new ways to engage their workforce and maximize results. Programs lacking a comprehensive plan fail to produce long-term productivity and performance gains.

An effective wellbeing program requires that you:

- Provide the right **information** at the right time, with compelling messages, leader endorsement, grassroots-level promotion by peers and champions, and ongoing education and marketing
- Design and support the right **incentive** strategy that supports your career, health and wealth programs, appeals to your entire employee base, and motivates desired behaviors
- Build an **infrastructure** with resources that make it easy — through your intranet or portal, employees should be able to set targets, take action, and track personal progress
- Identify **imperatives** — those policies and expectations that clarify shared responsibility between employer and employees, such as tobacco bans or significant incentives for healthy behaviors, auto-enrollment in savings plans, or performance expectations

Our suite of solutions helps you through each component of the plan. We offer:

