



3 steps to
**BETTER
WELL-BEING
& LOWER
TURNOVER**

limeade®



EMPLOYEES WHO PARTICIPATE IN THEIR COMPANY'S WELL-BEING PROGRAM ARE MORE LIKELY TO STAY LONGER.

Turnover rates were

3x HIGHER

for employees who didn't participate in the Limeade program vs. those who did.¹

So how do you motivate employees to register for (and actually use!) your well-being program?

**HERE ARE THREE STEPS
TOWARD HIGHER
PARTICIPATION, BETTER
WELL-BEING AND LOWER
TURNOVER.**

1

DESIGN A PROGRAM PEOPLE LOVE

A successful program starts with a well-rounded game plan. That means thinking about well-being from multiple perspectives. Emotional, physical, financial and work all play a role in a program that lets employees choose to improve the areas they care about most.

ORGANIZATIONS THAT INVEST IN THEIR EMPLOYEES SEE THE HIGHEST PROGRAM REGISTRATION.

MAKE IT EASY:

Designing an interactive program that feels authentic and attainable for your employees is crucial. Encourage employees to take baby steps toward their goals. Give them the time to make well-being an integral part of their workday, so the program doesn't feel like a chore. Some people strive to earn points through micro-motion activities (like 10 jumping jacks or lunges every hour), while others prefer to volunteer or read a career development book. Another group of serious competitors might get their energy and motivation from racing to the top of a leaderboard. A variety of challenges helps everyone stick with their personal commitments.

TELL EVERYONE ABOUT IT

Your employees won't join the program if they don't know it exists or if it feels irrelevant. Overcome the learning curve with clear, concise communications that drive readers to take action.

REACH PEOPLE WHERE THEY'RE AT WITH THESE COMMUNICATION IDEAS:

- Posters
- Videos
- CEO letters
- Home mailers
- Text message
- Table tents
- Decals
- Social media
- Well-being champion network

COMMUNICATE IN A COMPELLING WAY:

Take a note from digital marketing and build a sustainable plan for reaching people where they are, with tools they already use. Reinforce the importance of well-being in all written and verbal communications. Send clear, succinct emails to keep your office employees informed — post the same information on social networks or on breakroom posters for warehouse and retail workers. Consider how you frame your message: If it doesn't feel easy, enjoyable or real, it probably won't work.

SHOW YOUR EMPLOYEES YOU BELIEVE IN IT

Leaders and managers who inspire employees and create an environment of trust tend to have higher registration rates.² Humans crave support from one another, and we're willing to dig in deeper when we know others are rooting for us. That's why organizational support for your program plays a huge part in its success. When employees feel their employer genuinely cares about their well-being, they're 38 percent more engaged at work.³

LEAD THE WAY:

Encourage employees to prioritize well-being improvement by setting a great example. Publicly participate in the program by championing challenges that highlight your personal goals. The entire C-suite needs to commit to consistent organizational support for well-being. Hold your executive team accountable for modeling positive behaviors every day, and keep everyone aligned on what truly matters — your employees.

¹ Limeade Turnover Dashboard, February 2019

² Limeade Assessment Results, June 2016

³ Limeade & Quantum Workplace, Workplace Well-Being Report, January 2015





limeade®

limeade.com/organizational-support