



MEASURING THE POWER OF YOUR EMPLOYEES

Presenting the Limeade
Results Model

limeade®
it's totally possible.

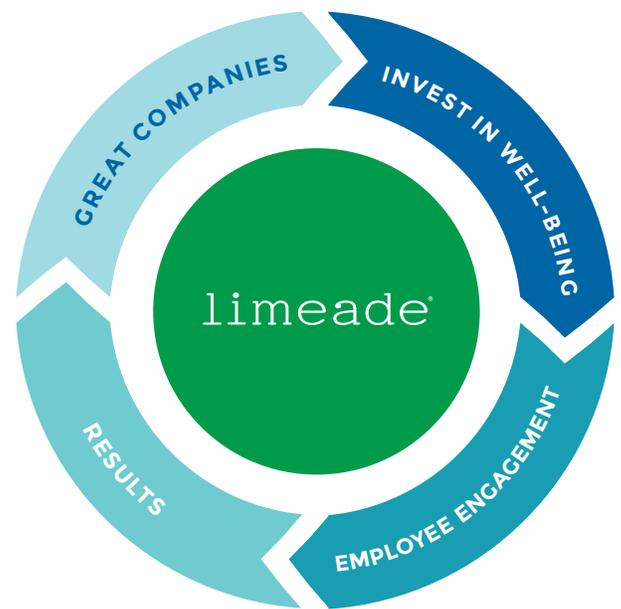
HERE'S WHAT WE BELIEVE:

Great companies invest in the well-being of their people — and in return, employees invest in the well-being of the company.

When employees have well-being in their lives, they're more engaged. And more engaged employees lead to better business results.

Measuring the connection between employee well-being and business results can be challenging. That's why we created the Limeade Results Model. It helps business leaders understand the best ways to measure and demonstrate the impact of well-being and engagement programs.

Let's dig into how we've historically measured well-being in the industry – and what sets the Limeade Results Model apart.



ADVANCING HOW WE MEASURE

Traditionally, measurement of “wellness” success narrowly focuses on medical claims and health cost reduction. But as the industry shifts to a more holistic approach to employee engagement – and we start to see well-being, social recognition, engagement and benefit aggregation programs merge – traditional forms of measurement are no longer representative of true program success.

The Limeade Results Model offers an advanced method to determine the business value of program and company

results companies should expect from a strategic well-being and engagement program tied to the goals of the organization.

In a nutshell, successful programs foster participation and help people build habits that improve their well-being. This impacts how employees perform at work, which leads to better business results.



MEASURING WELL-BEING: WHY IT MATTERS

Employees with higher well-being are important for the whole company – not just the HR team.

Employees with higher well-being are more than twice as likely as those with lower well-being to be engaged at work. And engaged employees are more productive and more likely to recommend your company as a great place to work.

By tying well-being and engagement program metrics directly to business goals, and measuring the results, HR leaders can demonstrate the real value of a strategic well-being program.

THE LIMEADE RESULTS MODEL WILL HELP YOU ADVANCE HOW YOU MEASURE WELL-BEING AND ENGAGEMENT – AND ELEVATE THE IMPORTANCE OF WELL-BEING FOR YOUR LEADERSHIP TEAM.

EMPLOYEES WITH HIGH WELL-BEING ARE:

- **Less likely to leave** (91% vs. 55% for low well-being employees)
- **More loyal to their teams** (96% vs. 64% for low well-being employees)
- **More likely to recommend their organization as a great place to work** (84% vs. 48% for low well-being employees)

Well-Being & Engagement Report, 2016

MEASURING WELL-BEING: WHAT TO MEASURE

A successful program starts with an investment in well-being. This means designing a program that authentically reflects an organization's support for its employees and ties to its business goals. And, let's not forget the importance of designing a program that employees love and actually *want* to use.

When it comes to measuring the program, it's easy to start with the basic program metrics around participation and user satisfaction. But you don't have to stop there.

The Limeade Results Model outlines the following five key areas to measure when deploying a strategic well-being and engagement program:

1. PROGRAM
2. HABITS
3. WELL-BEING
4. PEOPLE RESULTS
5. BUSINESS RESULTS

When employees feel their employer cares about their well-being, they're

38%

MORE ENGAGED AT WORK

Workplace Well-being Report, 2015



USING THE LIMEADE RESULTS MODEL

Here's a detailed overview of how this comes to life and what we recommend you measure for each part of the Limeade Results Model.

Ongoing participation in a well-being and engagement program invites employees to join activities, try new behaviors and form habits that stick. But it's not just the behaviors and habits that improve when employees participate in well-being programs — their actual well-being improves too. These habits, as well as overall well-being, can and should be measured.

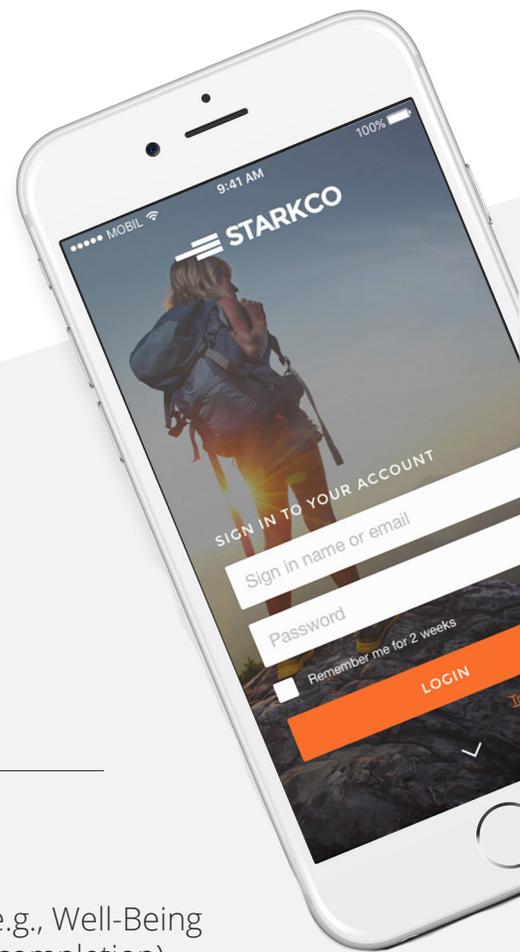
While well-being improvement is its own reward, improved well-being also drives employee engagement and other people results, such as lower turnover and higher performance. These can also be measured. As employees increase well-being and people outcomes improve, real business results, like sales, customer satisfaction and profit may follow.

01. PROGRAM

Strategic well-being and engagement programs reflect an organization's commitment to its employees and inspires well-being improvement.

HERE'S WHAT TO MEASURE FOR PROGRAM SUCCESS:

- ✓ Registration
- ✓ Awareness (e.g., Well-Being Assessment completion)
- ✓ Action (e.g., participation in activities or challenges)
- ✓ On-going participation
- ✓ Achievement (e.g., earned points and incentive levels)
- ✓ User delight (e.g., user satisfaction)
- ✓ Perceptions of organizational support for well-being
- ✓ Use of related benefits or programs from third parties





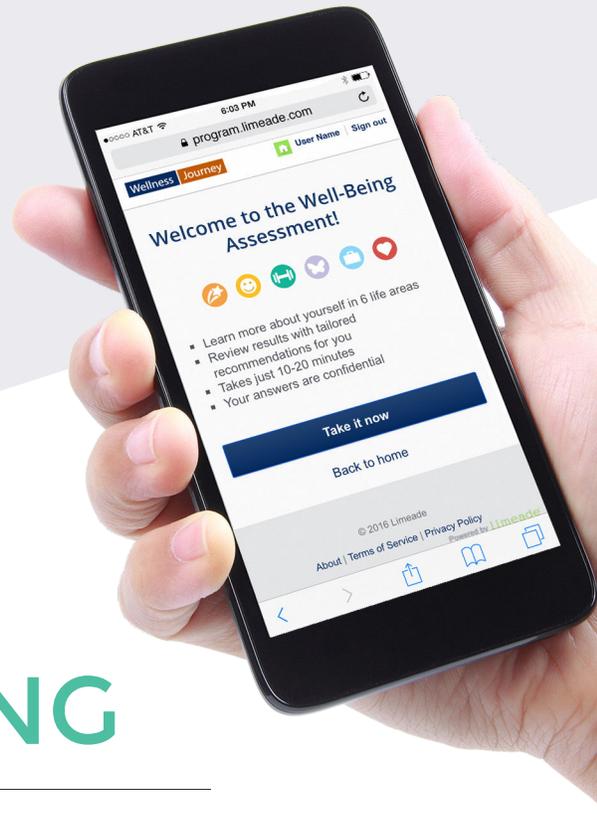
02. HABITS

Ongoing use of well-being and engagement programs that follow the science-based improvement model, shapes behaviors and habits that improve well-being and reinforce organizational support for well-being.

SEE HOW PEOPLE FORM NEW MIND, BODY, WORK AND SOCIAL HABITS BY MEASURING THE FOLLOWING:

- ✓ Nutrition (e.g., self-reported behaviors or participation in related challenges)
- ✓ Exercise (e.g., self-reported behaviors, participation in related challenges, data from third party/devices)
- ✓ Sleep (e.g., self-reported quality of sleep or sleep data from third party/devices)
- ✓ Stress management
- ✓ Financial management (e.g., use of 401K)
- ✓ Work related behaviors (e.g., safety behaviors, having regular 1:1s, learning on the job)
- ✓ Social (e.g., community involvement)
- ✓ Preventive behaviors (e.g., primary care, smoking cessation)





03. WELL-BEING

Well-being is a term from positive psychology literature that is defined as feeling good and living with purpose.

BECAUSE WELL-BEING IS SUBJECTIVE, GIVING YOUR EMPLOYEES THE ABILITY TO SELF-REPORT IS THE BEST WAY TO MEASURE IT. HERE'S HOW:

- ✓ Overall well-being — meaning how an employee answers the question, “Overall, do I have well-being in my life?”
- ✓ Work well-being
- ✓ Emotional well-being
- ✓ Physical well-being
- ✓ Financial well-being



04.

PEOPLE RESULTS

When employees have well-being in their lives, they invest in the well-being of the company and are inherently more engaged. More engaged employees go above and beyond job expectations. They're more productive and innovative, and they're more likely to recommend the company to potential employees.

**WITH ENGAGED EMPLOYEES,
ORGANIZATIONS HAVE BETTER
PEOPLE (AND HR) RESULTS,
INCLUDING:**

- ✓ Employee engagement
- ✓ Turnover (e.g., the cost of replacing/re-training employees)
- ✓ Cost of attracting top talent
- ✓ Great place to work awards
- ✓ Safety
- ✓ Employee costs (e.g., salary and benefits/healthcare spending, absenteeism, presenteeism, overtime)
- ✓ Performance of other programs (both use and outcomes of other programs)



05. BUSINESS RESULTS

Engaged employees deliver better customer service, achieve higher sales and contribute to the company outside of work. Higher-performing employees and other people results translate into better business performance, higher profit margin, improved revenue and better industry-specific performance.

BUSINESS RESULT

MEASUREMENTS MAY INCLUDE:

- ✓ Sales
- ✓ Customer satisfaction
- ✓ Profit
- ✓ Revenue
- ✓ Societal impact
- ✓ Market share
- ✓ Growth rate
- ✓ Stock price
- ✓ Earnings per share
- ✓ Industry-specific metrics (e.g., patient safety for a hospital; throughput for manufacturing)
- ✓ Innovation (e.g., number of patents or products, speed of new product to market)



The Limeade Results Model provides a guide for how to measure a strategic well-being and engagement program. By following this guide, you'll be able to demonstrate the real value of well-being in your workforce and show unique connections between well-being, employee engagement and business results for your organization.

LEARN MORE AT [LIMEADE.COM](https://limeade.com).



The Limeade Institute team consists of researchers with doctorates in organizational psychology, cognitive neuroscientists, psychometricians, business insights experts and data scientists. The Limeade Institute will continue to launch research reports and share findings on employee engagement and well-being. To learn more about the Limeade Institute, please visit limeade.com or contact tellmemore@limeade.com.

limeade[®]
it's totally possible.