Research shows that when well-being is at the center of company culture, employees are happier and business improves.

During times of crisis, however, increased stress and unexpected changes may cause employee well-being to deteriorate. As the COVID-19 crisis continues to unfold, it’s essential to respond proactively.

By focusing on well-being, your workforce will feel good and live with purpose. Employees will be equipped to weather this storm and help your business do the same. Consider these 10 reasons to focus your company’s efforts on well-being during the COVID-19 crisis:

1. **Well-being leads to employee engagement.** Engaged workforces are 40% more productive and 78% more profitable. To help your employees give their all — whether they’re in-office or working from home — invest first in their well-being.

2. **Well-being reduces stress.** Lower stress leads to better employee motivation, engagement and mental health.

3. **Organizations that support well-being tend to have trustworthy cultures.** As workforces are dispersed during COVID-19, trusting relationships will help maintain productivity and job satisfaction.

4. **A focus on well-being improves mutual commitment.** When organizations care about employees, employees care back.

5. **When employees experience well-being, they’re more likely to recommend their workplace.** By focusing on well-being during times of crisis, you’re investing in attracting top talent as business operations normalize.
6. A focus on well-being shows employees a holistic sense of care — that you acknowledge their needs and interests outside of work.

7. Well-being reduces burnout. When employees report high well-being, they are four times less likely to suffer from burnout.4

8. Organizations that focus on well-being add unique value to the world — they create nurturing, employee-centered workplaces that positively affect peoples' lives.

9. Well-being is a key component of the ESG movement (environmental, social and corporate governance) which will become a standard metric that shareholders reference.

10. Organizations that prioritize well-being are more resilient to change, crisis and transition.5

Employee well-being is not just a “nice-to-have” — it’s an essential component for businesses of every size and in every sector. As you respond to the challenges posed by COVID-19, focusing on well-being will help your people and your business thrive.

About Limeade
Limeade is an employee experience software company that helps build great places to work. Our platform unifies employee well-being, engagement and inclusion solutions with industry-leading communications capabilities. Recognized for its own award-winning culture, Limeade helps every employee know their company cares. To learn more, visit www.limeade.com.

1 Aon Hewitt, 2009
2 Quantum Workplace, 2018
3 Quantum Workplace, 2016
4 Limeade Institute, 2019
5 Limeade and Quantum Workplace, 2015