

Doubling Down on Well-being During COVID-19

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.¹ 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.²
- 3. Organizations that support well-being tend to have trustworthy cultures.**³ 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.**⁴ 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