

The Impact Conversation Guide

When measuring well-being program success, it's all too easy to focus on metrics such as participation and healthcare costs. And while these metrics are important, they're just the beginning. To measure long-term impact, you need to focus on turnover and disengagement — costly problems with big implications.

Use this guide to frame an effective conversation that addresses the organizational reasons for re-focusing the way your company measures program success.

Connect business results to people metrics

Whether your audience is the CEO or a group of decision-makers, set up a conversation that ties your company's business results to the problems you're seeing in HR — turnover and disengagement.

Fill in the blanks:

"As an organization, our key business results are _____ (RESULT 1), _____ (RESULT 2) and _____ (RESULT 3). We all agree that the strength of our workforce helps drive these results, so we should prioritize and invest in improving people metrics such as turnover and disengagement.

Turnover costs us _____ (INSERT COST OF TURNOVER) annually and disengagement costs us _____ (INSERT COST OF DISENGAGEMENT) annually. For context, that is roughly equivalent to what we spend on _____ (INSERT BUSINESS EXPENSE)."

Once you've covered the primary business requirements and the cost of turnover and disengagement, dive into the why behind a well-being program that measures success based on people metrics that make an enduring impact. Then, present a strategic action plan.

The why behind elevating your well-being program

"Participation and healthcare costs tell us what we need to know about utilization, what else matters?" The fact is, these metrics don't always indicate program effectiveness. Long-term success depends on a well-being approach that drives key business results and improves the employee experience.

Responding to the FAQs:

<p>Q: “Why invest in elevating our well-being program when we need to focus on driving healthcare costs down?”</p> <p>A: “A thoughtful approach improves physical well-being and increases engagement. We can do both.”</p> <p><i>When employees feel their employer cares about their well-being, they're 38% more engaged at work.¹</i></p>	<p>Q: “Employee well-being is important, but does it really improve retention?”</p> <p>A: “Yes, it does. Elevating beyond the basic metrics will create a more caring culture, and that’s important for both well-being and retention.”</p> <p><i>99% of employees with high well-being and organization support are less likely to leave.²</i></p>	<p>Q: “We’re investing in benefits and perks, why isn’t that moving the needle for engagement?”</p> <p>A: “Because disengagement is a deeper issue. People need more than perks, they need purpose.”</p> <p><i>The recent Limeade Institute HR Industry Pulse survey found that HR leaders believe that the #1 reason for disengagement is that employees don’t feel valued.³</i></p>
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Present your action plan

Reprioritize

Show that you’re rethinking the “same old” priorities. Suggest opportunities to refocus or reallocate efforts to create a well-being program that impacts the overall employee experience. List a few opportunities here:

Ex. Move focus from biometric screenings to enhancing the company culture with team challenges.

Rethink

If it’s time to rethink your well-being program approach, offer new metrics and results to track that will prove the impact of your programs. List a few opportunities here:

Ex. We used to measure success based on participation, let’s start measuring engagement and turnover year-over-year.

¹ Limeade and Quantum Workplace, 2015.

² Limeade and Quantum Workplace, 2015.

³ Limeade Institute, 2019 HR Industry Pulse, 2019.