

Limeade Institute Research Guide:

Top practices to improve participation
and employee well-being



Turning leading-edge employee experience research into actionable strategies

The Limeade Institute is a team of researchers and consultants with deep expertise and advanced degrees in the areas of organizational psychology, psychometrics, positive psychology, data science and other related fields.

Among other things, the Limeade Institute conducts research on the science behind creating great employee experiences and how the Limeade platform can help.

Limeade helps **accelerate** the care cycle for organizations. Limeade helps companies demonstrate care for employees and helps employees better care for themselves.



The science behind Limeade Best Practices:

The Limeade best practices are a set of science-backed tactics that were identified through both scientific research across the Limeade book of business and over a decade of experience helping customers leverage Limeade to improve employee well-being.

The research findings highlight **three main strategies** that are key to inspiring employees to participate in their company's well-being program:

1. An integrated and inclusive program design
2. A robust and varied communication strategy
3. A supportive and caring company culture.

The research also indicated that a caring culture is the strongest predictor of well-being outcomes (for example, overall well-being and employee engagement at work). In the context of a caring culture, employee participation in the Limeade platform can help enhance those outcomes.

By adopting these best practices as a part of a Limeade Well-Being program, companies can accelerate the Limeade Results Model – a model demonstrating how companies can begin a cycle of care and mutual commitment between a company and its employees – which ultimately fosters successful people and business results.

Limeade Best Practices

Strategy 1: Integrated and inclusive program design

To set up your program to be inclusive, ensure the program spotlights leaders, integrates initiatives and events from across the company, and leverages the platform to gather employee feedback to help make action plans to improve their well-being and work experience.

1. Integration and inclusion

When setting up a well-being program for the year, include all employees at your company; allow anyone to register.

- Measure all aspects of whole person well-being.
- Personalize the experience with My Choice activities and keep the content fresh throughout the year.
- Promote social connection by highlighting Employee Resource Groups, on-going events and opportunities across the company, and recognizing one another on the platform.

2. Get leaders involved

Leaders and managers advocating and sharing information throughout the year on the Limeade platform helps keep employees informed, helps employees feel connected and inspired, and helps leaders demonstrate authenticity and transparency.

- Record and post meaningful communication and updates regularly from leadership.
- Enlist leaders from all levels across the company to sponsor and evangelize activities.
- Equip leaders with data so they can take action at an organization-wide and local level.

3. Listen and learn

Use Limeade to listen to your employees and learn where employees are on their well-being journey and to gather their feedback to improve their experience at work.

- Leverage listening tools including the comprehensive Well-Being Assessment and pulse surveys.



Strategy 2: Robust and varied communication

To promote and inspire participation, provide communication about your well-being program throughout the year.

- Keep employees aware and inspired to log into their well-being program regularly throughout the year and through multiple modalities, including email, flyers, posters, mentions in company, department and team meetings, company events, etc.
- Advocates, like designated Champions, are a great way to promote a well-being program and drive awareness and interest among employees on a regular basis. Champions are designated employees who act as cheerleaders for your well-being program and help connect the dots between company events, initiatives, information and what employees see and do in the well-being program.

Strategy 3: Supportive and caring company culture

Organizational Support Theory acknowledges whole person well-being. What happens at work affects people's lives outside of work, and vice versa. When companies provide support for the whole person, employees feel cared for. In a recent survey by the Limeade Institute, employees were asked what company care means to them.

Overall employees want to feel:

- valued for their unique skillsets and contributions at work.
- trusted to do their work and that they can trust their leadership to follow through on their word.
- informed with clear, transparent communications and resources.
- that their company invests in their continued growth and development, from skillset to career advancement opportunities.

These responses align with both socio-emotional needs (how employees are treated) and needs for material goals and objectives at work (being informed and invested in by the company).

The sources of organizational support are at a local and company-wide level (for more, see the [Company Care Playbook](#)).

- Local support: managers, teams and peers, the environment and networks
- Company-wide support: leaders, culture, strategic alignment and tools and programs

The Limeade platform can help companies amplify the care and support they provide to employees by connecting the dots between what employees experience at work and what they experience on the Limeade platform.

Putting it all together

Organizational support (also known as company care) is foundational to the success of any well-being program. Efforts to help inspire participation of a well-being initiative can fall flat if employees do not experience their company culture as caring and supportive.

Limeade Well-Being enhances and amplifies what a company is already doing to support its employees. As a result, employees see Limeade as a natural and authentic extension of the company's culture and they are more inclined to participate regularly.



Limeade is an immersive employee well-being company that creates healthy employee experiences. Limeade Institute science guides its industry-leading software and its own award-winning culture. Today, millions of users in over 100 countries use Limeade solutions to navigate the future of work. By putting well-being at the heart of the employee experience, Limeade reduces burnout and turnover while increasing well-being and engagement — ultimately elevating business performance. To learn more, visit www.limeade.com (ASX listing: LME).