

Is wellbeing at work just a 'fad'?

For any business leader, employee wellbeing is crucial. Nowadays, it goes a lot further than striving to keep employees happy at work.

A wealth of research has highlighted the correlation between employee wellbeing and productivity indicating that happier and healthier employees are likely to outperform staff in those organisations who don't promote positive health and wellbeing at work. So, there is a clear business case for top employee wellbeing. But is this burgeoning shift to corporate wellbeing a fad or something that businesses should be investing in more permanently?

Deloitte's report *Mental health and employers: Refreshing the case for investment* indicated that promoting positive mental health is an aspect at work that should be prioritised in the long run. An analysis found that poor mental health can cost UK employers between £33billion and £42billion per year – so implementing support strategies from the very beginning can help stop poor mental health from escalating to a point where this will tug on a business's resources.

While many firms may be put off by the perceived expense of employee wellbeing strategies, Deloitte's research estimated that there is a promising return on investment (ROI) as a result of improved employee wellbeing. This is illustrated by the stats. For every pound that employers spend on workplace interventions, employers receive four pounds in return due to increased health, wellbeing and productivity. So, it seems that taking employee health and wellbeing seriously has huge benefits for business in the long run.

How can employers turn their attention to corporate wellbeing?

In order to achieve this, employers need to create a sustainable culture that promotes self-care and wellbeing, and this requires strategic planning and commitment. This is something that the organic baby food brand, Ella's Kitchen, has championed for a few years now.

In 2018, Catherine Allen, Head of Keeping People Happy at Ella's Kitchen, described a Wellbeing Calendar that it launched which was designed to help employees have fun and feel good at work.

Allen explained: "The calendar promotes a full programme of things designed to keep the mind, body and soul happy and healthy, including healthy daily breakfasts and weekly team lunches, pamper sessions, on-site health screenings and opportunities to stay active with weekly fitness bootcamps and yoga classes.

But Ella's Kitchen isn't the only company to have exerted a focus on corporate wellbeing. Tech giant Google offers an all-encompassing wellbeing programme with access to on-site healthcare services, fitness centres, massage and psychical therapy services among others. Also noting the importance of mental wellbeing, Google offers a full suite of classes to help employees develop their personal and professional skills. This includes cooking classes, musical instrument lessons and coding degree programmes.

With employers increasingly prioritising employee wellbeing – after understanding the business and financial benefits that good employee wellbeing has on the company – it is likely that this will be a priority in the long run rather than being a fad.

Contact us for details of how we can help promote wellbeing in your business through our bespoke self-awareness and coaching programmes.

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