



HAUORA

WHITE PAPER (full)

"A report that informs readers concisely about a complex issue and presents the issuing body's philosophy on the matter"

PEOPLE ARE SCEPTICAL ABOUT WELLBEING PROGRAMMES. IS THAT VALID?

April 2022

THE LANDSCAPE

2022 has brought with it both challenges and opportunities. The Covid-19 pandemic has contributed to the “Great Resignation”, with many people shifting industries, retraining, or retiring. The resultant talent shortage means that it is as important as ever to attract and retain good staff. People are looking to their employers for more than just money – employees want work that aligns with their values and long-term goals. “Engagement, motivation, and purpose” are words being echoed in corridors, not just “salary, pension, and bonuses”. Overall, employees are in a strong negotiating position when it comes to improving their current working conditions, making it timely to embed wellbeing as a strategic and cultural priority. To that point, an employer who does this is likely to be on the receiving end of greater discretionary effort and higher performance, both of which will make a company more successful. Sounds like a win-win!

THE DATA

Unemployment in February was 5.2%, down from 27% in February 2021, when the pandemic was at its peak (Central Statistics Office). The national minimum hourly rate has risen to €10.50 (www.gov.ie), with the average industrial wage nearly reaching €45,000 across all sectors and €72,000 for managers and professionals (Q3 2021; Central Statistics Office). These data are critical to consider when quantifying the impact of a potential wellbeing programme.

Let us average the above annual wages (€58,500) and approximate that it takes 18 months for a new hire to become a fully contributing member of a company. That is, they have been recruited, inducted, trained, and mentored (all of which incur significant costs), and are now capable of carrying out their role. Taking wages alone, that is €87,750 spent before an employee is independently contributing. If a wellbeing programme helps a company retain only a single employee, that saves the nearly €90k spent on integrating a new hire. A similarly simple yet profound argument can be made regarding absenteeism. If a wellbeing programme helps a 100-person company improve its absence rate from 6% to 5%, that is €58,500 saved over the course of the year. When you do the math, the financial return on a wellbeing programme is self-evident!

THE CHALLENGE

The modern employee has a greater expectation of their employer than in years gone by. Work-life balance, a supportive culture, and impactful roles are some of the “invisible” characteristics that are most sought-after in today’s hybrid workplace. Coupled with the above data, it is apparent that a strategically designed wellbeing programme can fulfil an employee’s needs while also being an excellent financial investment for a company. The question becomes: how do employers truly implement sustainable wellbeing into their organisation?

- For some, particularly those overwhelmed by the current upheaval, the response is to simply muddle through and maintain the status quo.
- Another option is to address wellbeing in-house, though efforts tend to be undermined when what is deemed “urgent” (e.g., burgeoning inbox) supersedes what is actually “important” (e.g., meeting with a wellbeing team to discuss upcoming events).
- Option three is to engage a health insurance provider, which typically has the primary objective of reducing medical claims. Such companies tend to operate in a top-down manner and offer generic responses: think of presenting to your GP with a cough and being given the same medication as the preceding 49 patients, without consideration of your personal circumstances.
- Thankfully, there is an option four: HAUORA.



THE SOLUTION

At Hauora, a performance wellbeing growth partner, our objective is to assist companies in designing and delivering a sustainable wellbeing programme that leads to individual and collective health and performance. Our approach is both horizontal and vertical across an organisation; we seek to enlighten, educate, and empower individuals at all levels. This three-pronged approach of generating awareness, acquiring knowledge, and optimising behaviour is bespoke and evidence-based, operating with two complementary lenses: the broad, sector-wide telescope that accounts for best practice; and, the narrow, company-specific magnifying glass that focuses on a company's individualised resources and objectives. By integrating the pillars of physical, mental, social, and occupational wellbeing, we seek to foster a motivated, engaged, and purposeful workforce that will have further positive effects on key business metrics, such as productivity, absenteeism, retention, medical costs, etc. Thus, employee needs and management priorities can be proactively catered for, leading to strong cultural alignment.

CLOSING REMARKS

In conclusion, it is NOT valid for people to be sceptical about wellbeing programmes. The evidence is irrefutable that investing in wellbeing today will optimise both the employee experience and company performance tomorrow.

No matter what size the company or its stage of development, at Hauora, we will empower you to “do what you can with what you have from where you are”.





HAUORA

THANK YOU

Evidence-based evolution

Better people make better performers

Practice what we preach

Align the lenses

Challenge, unite, grow

Be Well. Be Present. Be Healthy.