
Working with
employers to help
them improve their
offer

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Overview

- Why employers need to improve their offer?
- The opportunity: the compelling business case for unlocking the value of a thriving workforce
- Understand your starting point: embark on a journey of progression
- A new Wellbeing Partnership between employers and employees

Why employers need to improve their offer?

9%

of employees are engaged or enthusiastic about their work, ranking the UK **33rd** out of **38** European countries

41%

were attracted to their current role because of the work-life balance it offers, compared to 36% who cited **salary**

51%

of employees report a lack of enthusiasm about their job, being under excessive pressure (**23%**) and exhaustion (**25%**)

52%

of candidates wouldn't accept a job offer if they didn't know or agree with a company's purpose

Traditional models of working aren't working

Evidenced by:

- Poor mental health
- Burn out
- High attrition
- Low productivity

Employers have 2 choices:

1. Do nothing, and risk going out of business.
2. Prioritise people to unlock the value of a thriving workforce.

Prioritise People

What this report brings:

A compelling business case for business leaders to prioritise employees to be at the **heart of their organisational purpose and business strategy.**

Estimates that supporting UK employees to thrive could boost the UK economy by up to **£130-370 billion**, or around **6-17% of UK GDP.**

An annual equivalent of between **£4,000-£12,000** per UK employee per annum.

Highlights that if ***workplace culture remains negative, then no interventions or wellbeing strategy will be effective.***

With research from

McKinsey
Health Institute



[Prioritise People: unlock the value of a thriving workforce - Business in the Community \(bitc.org.uk\)](https://www.bitc.org.uk/prioritise-people)

What makes a negative culture?

A negative workplace culture is characterised by negative behaviours, attitudes and practices that can harm the wellbeing of employees and create a negative impact on organisational success.

Key elements may include:

- **Poor leadership**

Ineffective or negative leadership that fails to inspire trust, communicate effectively, or lead by example.

- **Bullying and harassment**

Instances of bullying, micro aggressions, harassment or discrimination that create a hostile and unsafe workplace.

- **Unrealistic expectations**

Imposing unrealistic workloads, expectations, or deadlines that lead to stress and burnout.

- **Lack of transparency**

A lack of openness and transparency in communication, leading to confusion and distrust among employees.

- **Poor work-life balance**

Expectations or practices that make it difficult for employees to maintain a healthy work-life balance.

- **High rates of employee turnover**

Indicating dissatisfaction and potential issues within the workplace.

Supporting thriving people and thriving businesses

Embed wellbeing into organisational culture by adopting a biopsychosocial model that takes a whole organisation, 3-pronged approach:

1. Prevention
2. Early intervention
3. Active rehabilitation



[The Business in the Community Workwell Model - Business in the Community \(bitc.org.uk\)](http://bitc.org.uk)

The BITC Workwell Self-Assessment Tool

Understand your starting point and embark on a journey of improvement, measure and report on your progress. Compare your score against a national benchmark.



A Wellbeing Partnership between employers and employees

A new Wellbeing Partnership is crucial for tackling negative behaviours by resetting the relationship between employers and employees.

The partnership means sharing the responsibility for wellbeing going beyond traditional roles, allowing for both parties to benefit from healthier rights, while holding each other's responsibilities to account.

For **employers**, it's about creating a supportive environment where employees have psychological safety, one where employees can thrive and encourages ways of working that promote health and wellbeing.

For **employees**, it's about taking personal responsibility for bringing their best selves to work, by taking care of their health and wellbeing, staying positive, and contributing to a positive workplace culture.

Employer responsibilities

Employers can take responsibility for creating a supportive environment and ways of working that actively promote health and wellbeing.

- **Prioritise Wellbeing:** Prioritise workforce health and wellbeing at the heart of organisational purpose, values and business strategy.
- **Promote and deliver equality, diversity and inclusion:** A culture where every individual can feel psychologically safe and a sense of belonging, empowered to achieve their full potential.
- **Positive work environment:** Foster a positive workplace culture that encourages collaboration, open communication, and mutual respect among team members.
- **Workload management:** Monitor and manage workloads to prevent burnout, ensuring that employees have a reasonable and manageable amount of work.
- **Effective communication:** Keep employees informed about organisational goals, changes and decisions through transparent and open communications.
- **Professional development opportunities:** Provide opportunities for continuous learning and skill development to enhance employees' career growth and job satisfaction.
- **Fair compensation and benefits:** Ensure competitive salaries and benefits that reflect the value of employees' contributions.

Employee responsibilities

Individuals can take personal responsibility for bringing their best selves to work by committing to a series of actions and behaviours.

Some complementary actions that employees can commit:

- **Prioritise health and wellbeing:** Take care of physical and mental health by prioritising self-care, managing stress, and seeking support when needed.
- **Contribute to a positive culture:** Actively participate in creating a positive workplace culture by respecting diversity, promoting inclusivity and supporting organisational values.
- **Build positive relationships:** Foster positive relationships with colleagues, promoting a supportive and collaborative team dynamic.
- **Maintain a positive attitude:** Cultivate a positive mindset, approach challenges with optimism and contribute to a constructive and uplifting work atmosphere.
- **Open communication:** Communicate clearly, openly and respectfully with colleagues, fostering a collaborative and inclusive work environment.
- **Own mistakes and learn from them:** Acknowledge mistakes, take responsibility, and use them as opportunities for learning and improvement.

When both employers and employees actively fulfil their responsibilities, a symbiotic relationship is formed which maximises employee wellbeing, while also enhancing business success.

Benefits of establishing a mutually beneficial relationship between employers and employees

Employer benefits

- Attraction of top talent
- Enhanced retention
- Improved company culture
- Stimulation of innovation
- Better health outcomes
- Positive branding
- Increased productivity

Employee benefits

- Work-life balance
- Access to wellbeing programmes and benefits
- Stronger work relationships
- Enhanced health and wellbeing
- Increased motivation
- Improved job satisfaction
- Greater job security
- Career development opportunities

Mutual benefits

- A thriving and sustainable environment for long-term success

Unlock the value of a thriving workforce

Why?

The compelling business case



[Prioritise People: unlock the value of a thriving workforce - Business in the Community \(bitc.org.uk\)](https://bitc.org.uk)

How?

BITC Workwell Self-Assessment Tool



[Workwell Self-Assessment Tool - Business in the Community \(bitc.org.uk\)](https://bitc.org.uk)

What?

A new Wellbeing Partnership between employers and employees



[Burnout | Group Protection | Legal & General \(legalandgeneral.com\)](https://legalandgeneral.com)