

Javier Bajer

## Wellbeing: who cares?

Looking at the stats, most of us do. The business case for well-being is not only because it works as a perk (i.e. “if you join us, you will be able to use our cool gym”) but also because the better people are, the better our business results.

However, like with everything in life, it completely depends on how this is implemented. I have recently done a week of ethnography (that is when you go undercover to understand a culture) at a large warehouse outside London. On the first floor, they had a brand new, expensive looking “wellbeing quarters”, boasting a large room covered with exotically comfortable chairs, unopened games and a lonely looking fridge with about-to-expire “fresh” juices. Downstairs we were worrying about our bonuses after a rumour that this year there are going to be cuts. The result – more scepticism than well-being.

In this issue, you will find a rich array of case studies and opinion pieces to inspire you:

- In *The Future of Workplace Wellness Programs*, Sam Ho looks at how technology, health plan design and employee communications can improve workplace wellness programs.
- In *Why Wellbeing in the Workplace Matters*, Beate O’Neil explores the reasons why companies should invest in wellness programs and advises on how to implement one, based on in-depth research carried out by Punter Southall Health and Protection.
- In *Healthcare Financial Management: The Missing Piece of the Employee Wellness Puzzle*, Tom Torre discusses the nexus between employees’ financial health and their physical health – highlighting the need for employee education on this issue.
- In *Measuring the People Fleet: General Analysis, Interventions and Needs*, Ian Hesketh and Cary Cooper examine how employee well-being is identified and categorized in the workplace and how management information is used to target workplace interventions.
- In *Mindfulness: Performance, Wellness, or Fad?* Christopher Altizer explores the concept of mindfulness as an emerging employee wellness and performance solution and how HR departments can put it to use in their organizations.

So, this is my request: inspired by these articles, do look at what your organisation authentically needs to do to create well-being. Is it a sincere sense of purpose where the focus is clearly on the customer? Perhaps it is an open and honest feedback culture? Or maybe it is a more transparent leadership style across the board?

Well-being is a must and how you get there is your choice. However, don’t expect sustainable performance to happen just because you made the organisation a cozy place to be. True well-being needs to be sustainable, connect profit with purpose and come from having a strong focus on doing good stuff.

Warm regards,

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