

Maximizing Motivation for Employee Well-Being

Thursday, February 16 | 10:00am – 11:30am



Introduction

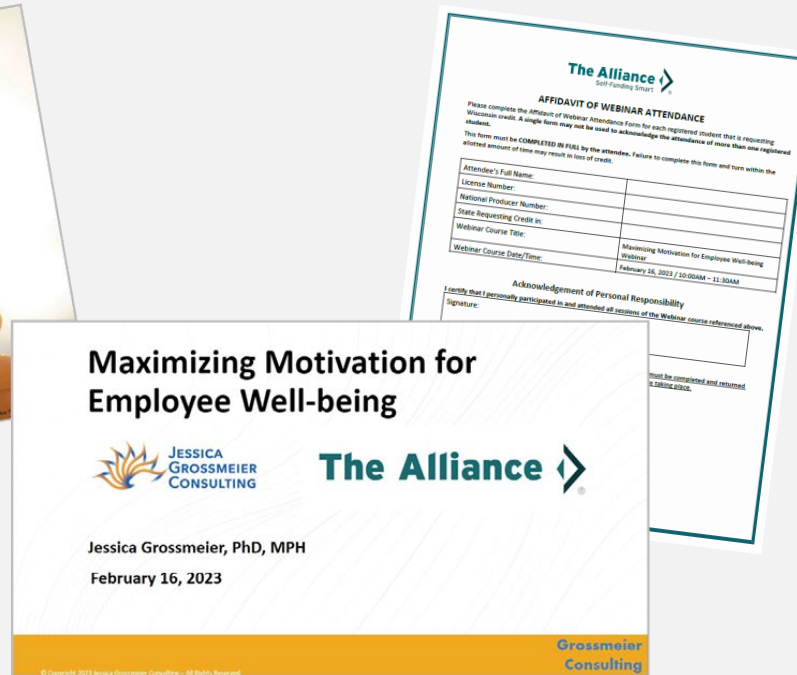
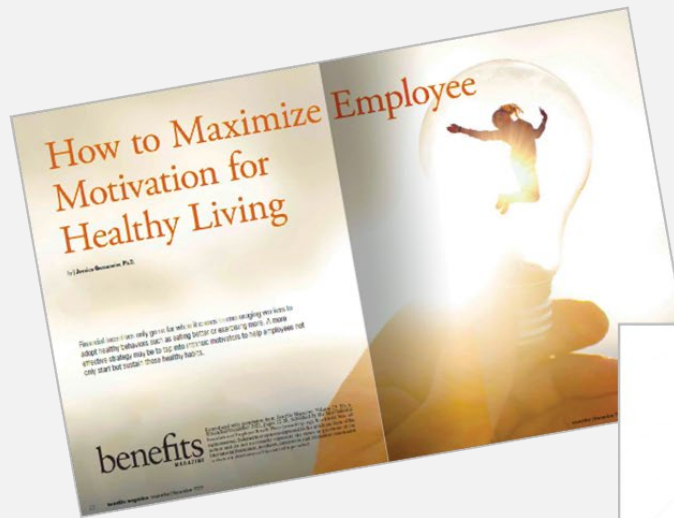


Melina Kambitsi, Ph.D.

Sr. Vice President, Business
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Maximizing Motivation for Employee Well-Being



Jessica Grossmeier, PhD, MPH

February 16, 2023

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to Help!



Maximizing Motivation for Employee Well-Being



Jessica Grossmeier, Ph.D., MPH

Pronouns: she/her/hers

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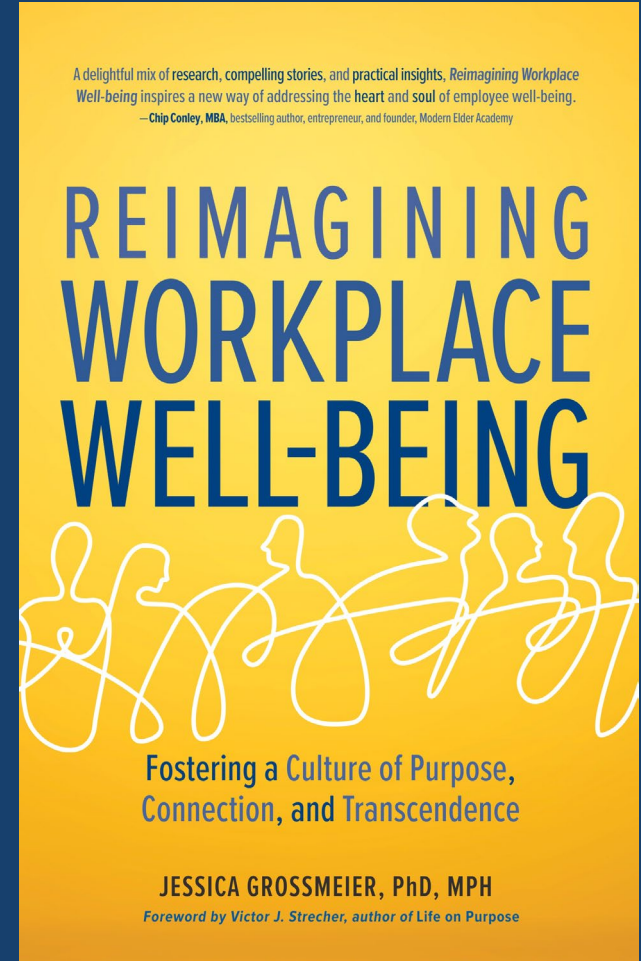
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Did you attend the February 10, 2022, session on “Best Practices to Engage Employees in their Health?”

Best Practices to Engage Employees in their Health

Thursday, February 10 | 10:00am – 12:00pm

- Yes, attended live
- Yes, watched recording
- No, did not attend
- Not sure



University of Scranton research

92% of people
fail to achieve
New Year's
resolutions

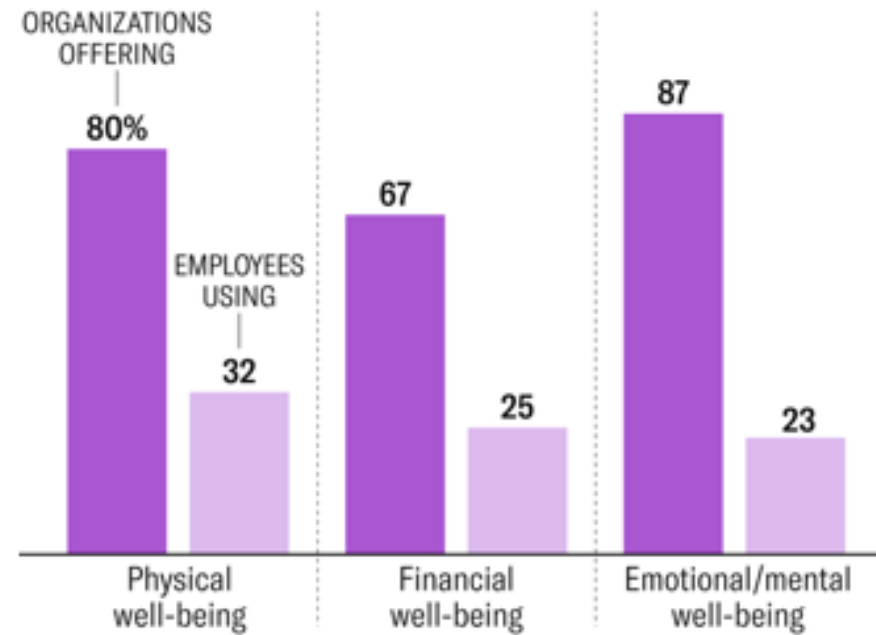


Source: <https://www.statisticbrain.com/new-years-resolution-statistics/>

Only 25% - 32% of employees use available well-being programs

Organizations Offering vs. Employees Using Well-Being Programs

Of organizations offering various well-being programs, only about a third of HR leaders and employees report using them.



Source: Gartner 2021 EVP Benchmarking Survey;
Gartner 2021 EVP Employee Survey

HBR

Address barriers to participation and use:

- Increase awareness with comprehensive communications
- Increase access for whole population + family
- Allow participation during paid work time
- Decrease cost of access
- Engage leaders as role models / participants
- Offer financial incentives
- **Increase intrinsic motivation**

Best Practices to Engage Employees in their Health

Thursday, February 10 | 10:00am – 12:00pm



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Session overview

- Overview of motivation
- Align with the right **why**
- Identify **what** matters most
- Consider **how** to show up at one's best
- Name **who** matters most



What strategies do you MOST rely on to increase use of well-being benefits and resources?

- Raise awareness about offerings
- Allow use during work time
- Decrease cost to access resources
- Offer financial incentives
- Strengthen intrinsic motivation

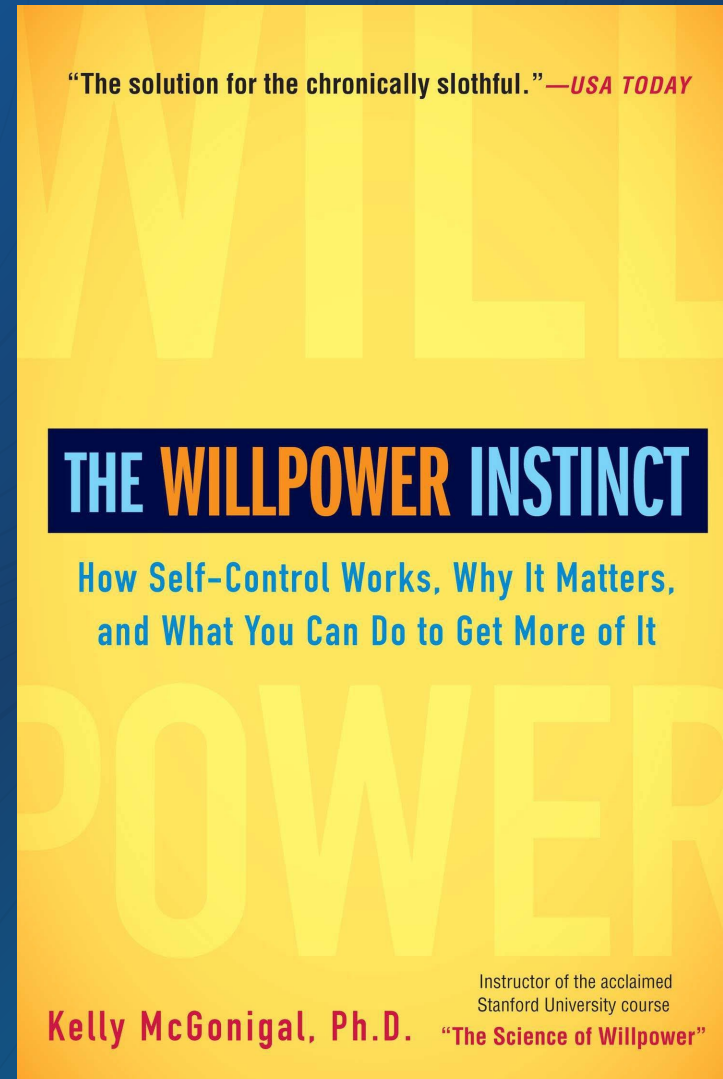
The Power of Motivation



What is motivation?

- Reason why you act in a certain way
- Biological, emotional, social, cognitive forces
- Supports initiating, continuing, and maintaining behaviors
- Different types of motivation: extrinsic and intrinsic
- Motivation can be influenced and changed

Align
with the
right WHY



Finding the “Right Why”

Unhelpful “Whys”

- Originate outside of yourself
- Focus on pleasing another
- Abstract or clinical
- Feels like a “should”
- Focus on long-term goals
- Often perceived as a chore

Helpful “Whys”

- Originate inside of yourself
- Focus on what is pleasing to you
- Associated with specific feelings
- Feels like something you WANT
- Promises a happier right now
- Perceived as a gift to ourselves

Source: Michelle Segar’s 2015 book, “No Sweat”

Work versus fun studies

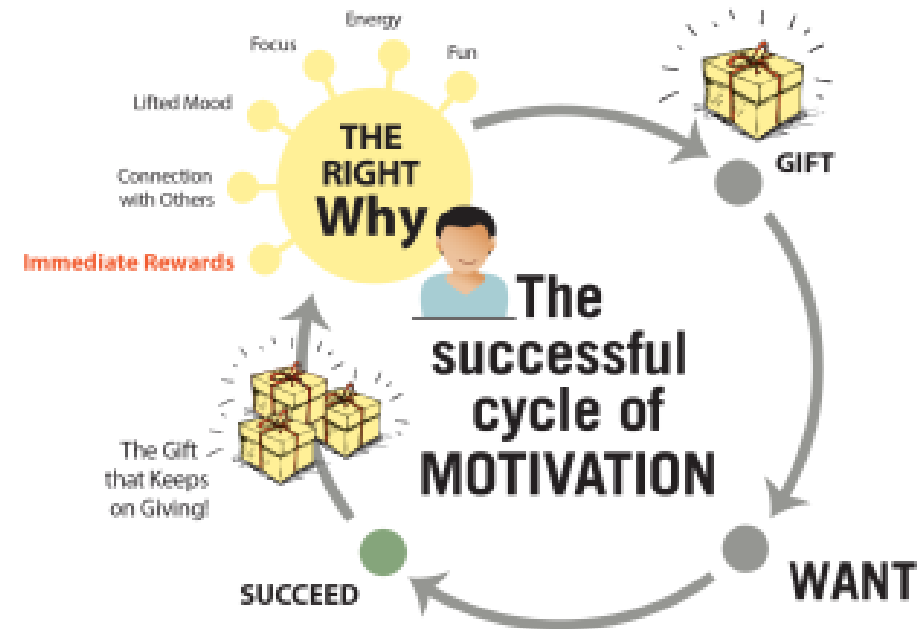


Mindset matters!



Source: Werle et al. 2014. Is it fun or exercise? The framing of physical activity biases subsequent snacking.
Marketing Letters.

Identify the gift



FEEL BETTER: NOW

Source: Michelle Segar's 2015 book "No Sweat!"



Focus on immediate benefits

- Creativity
- Enjoyment
- Energy
- Positive mood
- Performance
- Thinking clearly
- Rested or refreshed
- Sense of accomplishment

What are the benefits of the health behavior?

Application to practice

- Communications should focus on immediate benefits
- Consider how program names might align with wrong whys
- Rebrand programs around specific behaviors or immediate value
- Coach or guide employees to shift from rational, logical reasons for health behavior to more emotional, positive feelings

Identify
What
matters
most



Smart on Unsplash

What does it mean to have a sense of purpose?

A strong sense of direction

- Why am I here?
- What am I living for?
- What matters most to me?
- What causes do I care about?
- What am I most grateful for?
- What do I want to contribute to?
- What am I good at?



Purpose, willpower, and behavior change



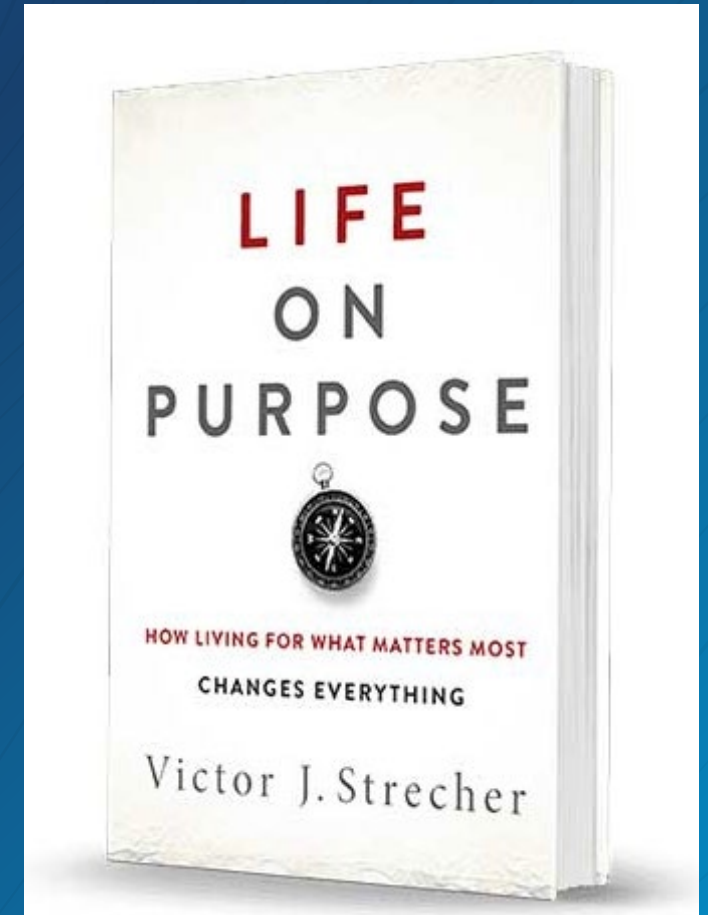
Pandemic increased questions about purpose

- 59% report having purpose and meaning*
- 57% wondered about finding more meaning and purpose in their lives*
- 56% want to contribute more to society**
- 52% question purpose of their daily work**

Sources: * Lifeway Research survey of 1,200 Americans. ** Gartner Research survey of 3,515 global employees

Linking purpose to well-being

- Self-reflection exercises
- Purpose development apps
- Coaching conversations
- “What’s your why” campaign



Create a purpose statement

- Use verbs: “to help, to build, to create, to seek...”
- Action orientated
- May reference important relationships
- Broad and aspirational
- Simple versus grandiose
- Something that excites / energizes you

Examples of purpose statements

- To relieve suffering and exercise compassion.
- To live fully, experiencing each moment, aware, alert, and attentive.
- To be a source of light to other people and radiate positivity.
To find an inner strength that is inspiring to others.
- To love others unconditionally and foster meaningful connections with people.

Application to practice

- Incorporate self-reflection about purpose into programs
- Guide individuals to identify how health supports their purpose
- Create a “what’s your why” campaign
- Create opportunities to share what matters in group classes

Consider
HOW
you show up



Sean Stratton on Unsplash

Values affirmation

Reflecting on our values
activates the brain,
increasing open-mindedness
about behavior change



Values affirmation starts by identifying values

- Achievement
- Community
- Creativity
- Education
- Enjoyment of life
- Expertise
- Independence
- Kindness
- Relationships
- Reputation
- Responsibility
- Service
- Self-control
- Spirituality
- Trustworthiness
- Vitality

Value: Relationships Behavior: Meditation

Daily meditation allows me to:

- Be more fully present to myself and others
- Focus my energy and pay attention to people
- Be a better listener
- Be calmer and less reactive
- Avoid saying something I'll regret later

I'm able to respond better to the people in my life when I take the time to do a 15-minute meditation each day

NEW YORK TIMES BESTSELLER

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JIM LOEHR and TONY SCHWARTZ

Values can focus our energy

- Values help prioritize energy focus
- **Value-based habits:** behavior patterns that align energy & values
- Incorporating value-based habits into daily life reinforces healthy habits and supports values

Value-based habits

| Health Area | Value | Value-based habit |
|-------------------|--------------------|--|
| Meditation | Relationships | 15 min morning meditation |
| Physical activity | Career excellence | Midday walk to professional dev. podcast |
| Healthy eating | Faith/spirituality | Prayer of gratitude for healthy food |
| Sleep hygiene | Patient caregiver | No screen time after 8 PM |

Application to practice

- Incorporate values affirmation techniques into health behavior change or coaching programs
- Promotional messaging prompts employees to think about how healthy living supports showing up as one's best
- Incorporate value-based habits into coaching programs



Briana Tozour on Unsplash



Zest Tea on Unsplash



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Identify WHO with important relationships



Samuel Rios on Unsplash

Serving others

Altruism trumps risk aversion



Be a positive role model



Kiana Boşman on Unsplash



Anupam Mahapatra on Unsplash



Social support

Application to practice

- Help individuals identify their most important relationships
- Consider link between health and stronger relationships
 - Self care allows us to show up as our best selves for others
 - Being a strong role model supports others' well-being
 - Pursuing a healthy activity together can strengthen relationships

Conclusion





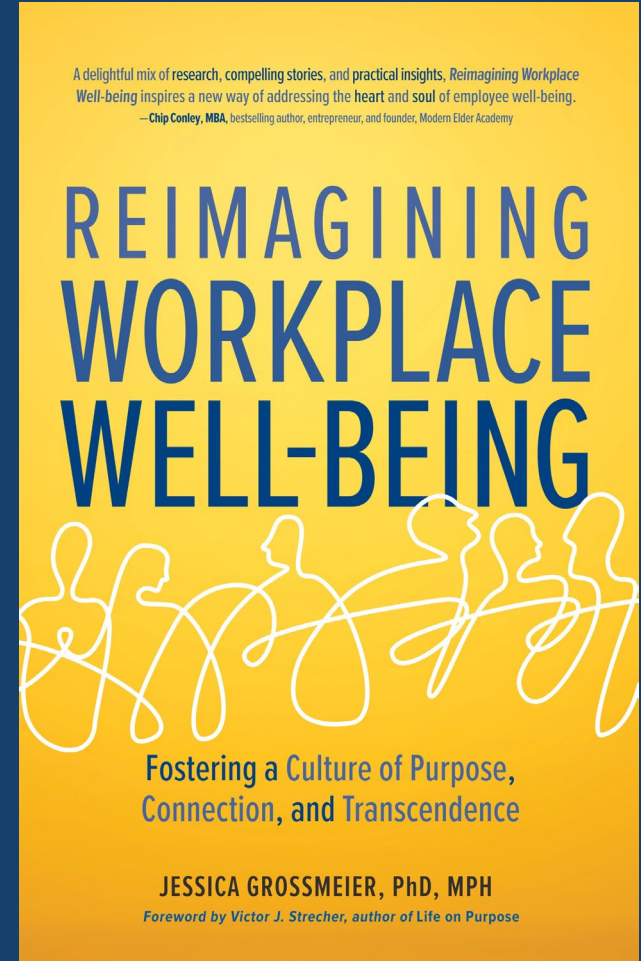
What strategy most resonated with you?

- Why – mindset of a gift
- What – purpose
- How – values
- Who – relationships
- Not sure

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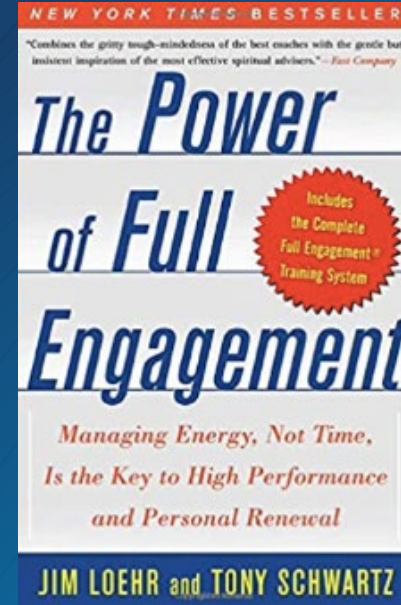
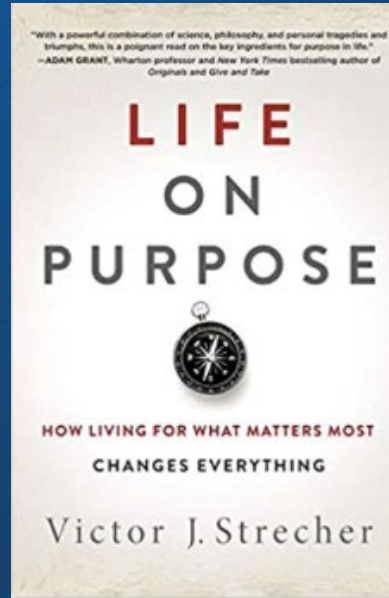
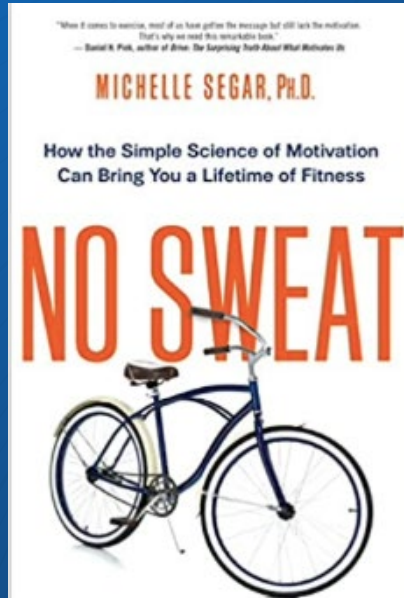
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Resources for Maximizing Employee Motivation for Healthy Living

Recommended reading



References on benefits of healthy lifestyle

- Carmona R. *30 Days to a Better Brain*. 2014. Atria Books: New York, New York.
- Greater Good Science Center. UC-Berkeley. Meditation resources: <https://greatergood.berkeley.edu/search?q=meditation>
- Johnson S et al. The Sleep Issue. *American Journal of Health Promotion*. 2018; 32(7): 1627-1646.
- Johnson S et al. The Social Connection Issue. *American Journal of Health Promotion*. 2018; (32(5): 1304-1318.
- Katz D. *The Truth About Food*. 2018. <https://health.clevelandclinic.org/how-the-mediterranean-diet-spark-the-revolutionary-new-science-of-exercise-and-the-brainmay-preserve-your-brain-power/>
- Ratey J. 2008. Little, Brown, and Company: New York.

Resources on purpose, values, relationships

- BetterHealth Channel. Strong relationships, strong health. www.betterhealth.vic.gov.au/health/healthyliving/Strong-relationships-strong-health
- Bocalandro B. Purpose development tools. www.beabocalandro.com/resources
- Davis T. Your personal values: what are your values and how do you live them? *Berkeley Well-being Institute* www.berkeleywellbeing.com/your-personal-values.html
- Goldson Y. Your road to success begins with core values. *Fast Company* January 22, 2023
- Greater Good Science Center at UC-Berkeley. <https://greatergood.berkeley.edu>
- Leider R. A guide to unlocking the power of purpose. www.RichardLeider.com
- Loder V. Values assessment tool. www.VanessaLoder.com
- Mercurio Z. Purpose development tools. www.ZachMercurio.com/tools/



Thanks!

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Web: www.JessicaGrossmeier.com

Removing Barriers

Affordability: Guide employees to high-value healthcare

- Steering employees through tiering or incentives

Accessibility: Giving employees choices for care

- Health Systems and Alternative / Independent Providers
- Paid Time Off
- Transportation



Questions



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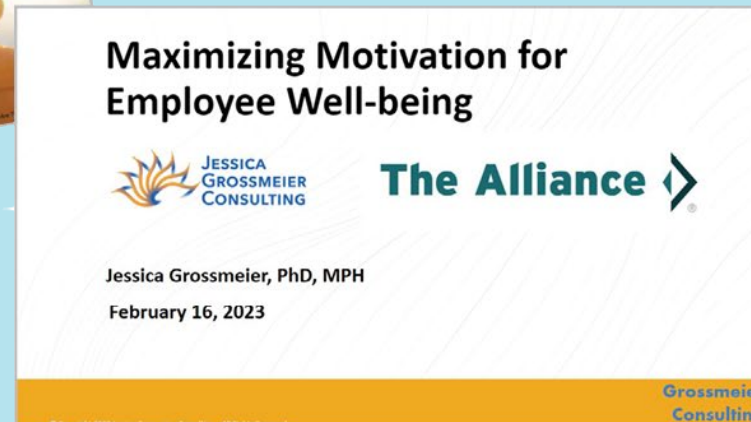
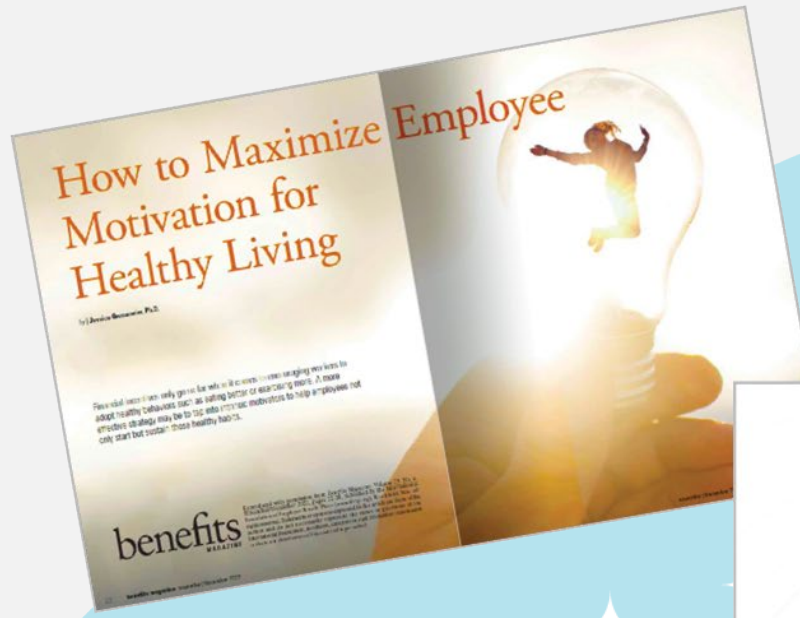
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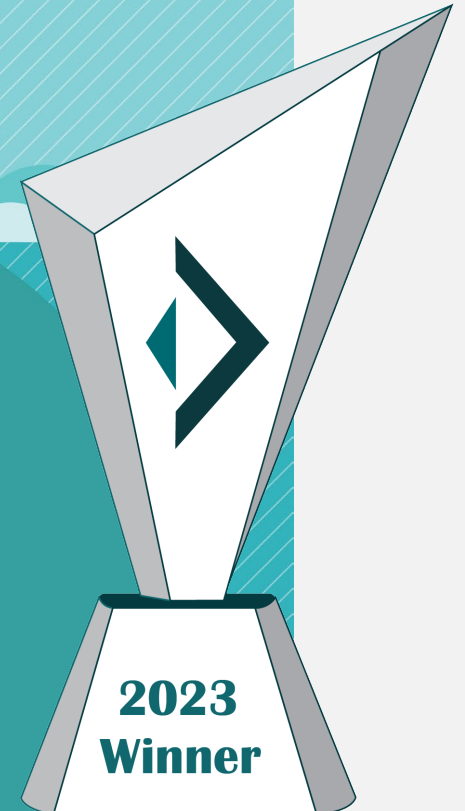


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April 13, 2023:

Webinar: How to Choose the Right
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May 17, 2023:
Spring Symposium

(in person at Monona Terrace)



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