

# The Power of C-Suite: Boosting Employee Wellbeing and Corporate Success

*As a team leader, the single most important thing I can do is support my employees' wellbeing, motivation, and health.*

Temps de lecture : minute

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25 June 2024

That may sound like a big statement, but in the current world of work, business leaders must play an active role in supporting and uplifting their staff if they want their business to thrive. Effective leadership in this area goes beyond merely implementing wellness programmes; it requires a genuine commitment to creating an environment where employees feel valued and supported.

There are business leaders who hope a basic wellbeing programme available for employees will be enough, but, research from Oxford University earlier this year found that ill-fitted wellbeing schemes can actually do more harm than good and cost a business financially. Crucially, employees need more than just an employee wellbeing plan; they need to feel empowered to engage and be in an environment that allows them to participate.

In an ideal world, businesses would clearly demonstrate to their colleagues how crucial their wellbeing is. Imagine this scenario: as part of the company's annual report, they prominently feature the efforts made to enhance employee wellbeing. This includes metrics such as the total number of exercise hours logged over the year, the number of mindfulness sessions conducted, and the reduction in sick days. These

figures illustrate the positive impact of wellbeing initiatives on the business. By presenting these alongside the company's financial data, it becomes evident to employees that their health and wellbeing are a core priority, not just empty promises, but standard practice within the business.

Below I've highlighted some other ways that companies can ensure that wellbeing comes front-and-centre of their wider business strategy.

## The Correlation Between C-Suite Participation and Employee Engagement

It's no secret that C-suite leaders play a pivotal role in shaping corporate culture and employee behaviours. In a recent report conducted by [\*Wellhub\*](#), where I work as VP of UK and Ireland, we surveyed 2,000 HR leaders from around the world and found that the average employee participation rate in wellness programmes skyrockets to 80% when 70% or more of the C-suite are actively engaged.

The research found that a staggering 98% of HR professionals emphasise the importance of employees seeing executive leadership actively involved in wellness programmes, with 87% categorising this as 'very' or 'extremely' important. At the other end of the scale, when C-suite leaders are disengaged with wellness programmes, employees notice.

When only 0-10% of the C-suite participates in wellness initiatives, the average employee participation rate drops to 31%, and businesses are left footing the bill. At this end of the spectrum, the lack of interest C-suite has in wellbeing actively discourages employees from prioritising their minds and bodies.

C-suite participation sends a powerful message that wellbeing is a priority for the organization. From my experience, the engagement of the C-suite

acts as the foundation of a culture, when they actively promote this behaviour with their direct teams, those team members act the same with their staff. It creates a very powerful trickle-down effect. When employees see their leaders investing time and effort into their health and wellness, it validates the program's importance and encourages broader participation.

## HR Leaders are Seeing the Rewards

Over the past 12 months, HR leaders have highlighted the effectiveness of well-designed wellness programmes, with nearly nine in ten reporting significant reductions in sick days. Thirteen per cent even noted a reduction of five or more sick days, equating to an additional week of productivity. Furthermore, 97% of HR leaders consider wellness programmes essential for attracting top talent, with a significant majority recognising their critical importance.

But the benefits are not limited to the business's bottom line. Wellness programmes that target an employee's wants and needs can have a considerable impact on an individual. Ninety-nine per cent of HR leaders reported that their staff's productivity had increased as a result of them adopting wellness solutions. Fully comprehensive wellness programmes offer flexibility and variety to cater to a diverse workforce, overall transforming companies into places where employees build careers rather than just work - which is critical to reducing turnover rate and increasing retention.

An overwhelming 98% of HR leaders affirm that such programmes are crucial for retention, highlighting the direct link between employee wellbeing and reduced turnover. By investing in comprehensive wellness strategies, C-suite leaders can ensure a more motivated, productive, and loyal workforce, ultimately driving corporate success.

The demand for a wellness-focused workplace has soared, with 93% of full-time employees now valuing their wellbeing as much as their pay cheque. This shift underscores the necessity of robust wellness programmes in retaining high-calibre talent. Effective wellness initiatives reduce turnover, which is vital for maintaining institutional knowledge and morale.

By prioritising wellness and leading by example, C-suite executives can foster a culture of health and wellbeing that permeates across the entire organisation. This not only boosts employee morale and engagement but also drives corporate success, creating a win-win situation for both employees and employers.

As a team leader with a fully engaged CEO, I cannot overstate the power of the C-suite in boosting employee wellbeing and corporate success. When leaders are visibly and actively involved in wellness programmes, it validates these initiatives and encourages widespread participation, leading to a healthier, happier, and more productive workforce.

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