

The image features a bright, modern office setting. In the foreground, a woman with long brown hair, wearing a grey blazer over a white shirt, is smiling broadly. She is holding a red marker. To her right, another woman with dark hair, wearing a dark blazer, is partially visible, holding a blue marker. The background shows large windows with a view of a city. The entire image is overlaid with large, flowing orange shapes that create a sense of movement and energy.

springday

What employees want:

Digital wellbeing initiatives
to drive engagement



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Employees in
Australia and NZ have
low engagement levels.

INTRODUCTION

The workforce in Australia and New Zealand has the highest level of employee attrition globally, according to research by Qualtrics on *2020 employee experience trends*. Almost a quarter of the workforce has the intention to leave in less than a year and 40% of workers intend to leave their current jobs within the next two years. In addition to high attrition, Australia and New Zealand also have some of the lowest percentages of employee engagement. A *2017 State of Global Workplace report* by Gallup found that despite having some of the highest life evaluation scores, 86% of employees have low or no engagement with their jobs. This shows that while the quality of life might be better in this part of the world, overall satisfaction and enjoyment at work is low. This has its impact on overall business productivity and profitability. This also means businesses have a challenge at hand to boost engagement to reduce attrition and turnover costs.

Research has also shown that healthy employees, stay with the company. A study by *Towers Watson and the National Business Group on Health* has shown that organisations with highly effective wellbeing programs report significantly lower voluntary attrition. At Springday, we work with organisations across public and private sectors to improve employee wellbeing. As a digital wellbeing platform, we are constantly monitoring trends in engagement with our platform to help clients devise relevant and tailored wellbeing strategies and get the best ROI. Over the course of the last year, we have deep dived into content and activities that drive engagement with the wellbeing platforms. This paper will explore employee engagement based on trends observed across a number of clients across diverse industries and over 20,000 employees to see what employees want, especially when it comes to digital wellbeing.

This whitepaper will help you identify key activities to run in order to increase employee engagement with your wellbeing initiatives.

WHAT EMPLOYEES WANT

There's no one-size-fits-all approach when it comes to managing employee wellbeing. However, there are some tried and tested initiatives that are likely to drive higher engagement and behavioural change. Based on our data, initiatives that are competition-based, action oriented and results driven are likely to resonate more with employees and drive actual behavioural or lifestyle change. Time and effort required is also an important consideration when it comes to devising wellbeing initiatives.



SOME KEY INSIGHTS

- Team-based movement challenges are the most effective engagement boosters, increasing activation by **10-12%**.
- Engagement with programs has nearly **tripled** since the start of 2021.
- Show-up rate for wellbeing focused online masterclasses is higher than the benchmark of **55%***.



1. TEAM-BASED MOVEMENT CHALLENGES

Based on our experience, firmwide activities that encourage team competition have some of the highest levels of engagement – both in terms of getting new users on board and engaging existing users. On average, we see an increase in activations of 10-12% during a Springday movement challenge. The month-long movement challenge also sees an increase in engagement with communication, be it an increase in email open rates or interactions within the app. Not only do movement challenges help to increase engagement with this initiative, but also help to improve wellbeing of the employees. Our post movement challenge surveys reveal that in general, employees feel less stressed, sleep better, are more productive and are more committed to better health and wellbeing during the challenge. We all know the benefits of daily movement but these are brought to life and seen in actual statistics when we run the movement challenge. Movement challenges help to boost engagement as they have a clear mission, foster a closer team spirit through friendly competition and are time specific. Firmwide Springday movement challenges are a good way to recruit new users to your wellbeing initiatives and can also be a good tool to reconnect with existing users.

Here are some of our tips to make the most of these team-based movement challenges:



Give out prizes to incentivise participation.



Increase internal communication for broader reach.



Share leaderboard results on a weekly basis to make it more competitive.



Visualise and share the results (e.g. distance covered) to emphasise the benefits of the challenge.



2. LIFESTYLE PROGRAMS

Another way to boost employee engagement with your wellbeing initiatives is to provide programs that help kickstart or maintain a healthy habit or lifestyle change. Providing programs that are time bound, preferably lasting 7 to 15 days are an action-oriented way of building new habits. In the first quarter of 2021, we've seen enrolment numbers in Springday programs nearly triple compared to the year before. Springday programs are effective at increasing engagement because they are also action-oriented, time-specific and allow for flexibility based on people's schedules and commitments. Programs rely on the concept of developing microhabits, which have proved to be an effective way to change behaviour. Through a combination of offering motivation, ability and prompting, programs help to increase engagement with the content. While traditionally, programs have been effective for physical wellbeing by focusing on exercise routines or training, we've found nearly 55% of our enrolments are in programs relating to emotional wellbeing. Springday programs that help with developing healthy minds and reducing stress have seen a growth in engagement levels in the last year.

Here are some of our tips to make the most of these programs:



Programs should ideally be no more than 15 days to avoid drop-offs in engagement.



Reminders and daily emails should use positive reinforcement to maintain engagement.



Programs should have a mix of theory and activities, preferably just one activity per day and presented in a bite-sized format.



Programs focused on mental health are becoming increasingly popular. Focus on topics related to stress and anxiety management.



3. ONLINE MASTERCLASSES

Online learning saw a significant increase in the last year, as we had to adapt to a new normal. Online learning emerged as a safe and viable option for ongoing training as the COVID-19 pandemic turned personal and professional worlds upside down. At Springday, we also noticed this trend as we saw an increase in engagement with our wellbeing focused Springday Online Masterclasses over the course of the last year. There's been more openness and interest in our monthly masterclasses as seen through an increase in participation numbers. The show-up rate for Springday Masterclasses averages around 58%, with 12% of attendees also watching replays. Masterclasses focused on broader topics, that go beyond on-the-job training seem to resonate well with employees. The online webinar format is both convenient and interactive and a great tool for driving engagement with broader wellbeing topics. Springday Online Masterclasses help increase engagement as they require low time-commitment, have a social component of learning with others and flexibility to do it from the comfort of your home. Additionally, they serve as a teaser for a wider topic related to wellbeing.

Here are some of our tips to make the most of the Masterclasses:



Time is precious.
Make sure they
are 1-hour
maximum.



Allow for
interaction in the
masterclasses,
through chats,
polls or videos.



Always have a
replay option
that can be
downloaded later.



Ensure that the
online learning
platform has no
or low technical
glitches.

CONCLUSION

In conclusion, it is evident that employees engage with content and initiatives that are action-oriented, time-specific and more social in nature. To drive employee engagement and maximise the benefits of your wellbeing initiatives, ensure that your initiatives not only grow awareness but also drive behavioural change. Also, ensure that you collect feedback to deliver solutions that are customised to your business needs.



Get in touch with us for more tips and resources on driving employee engagement with your wellbeing strategy.

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