

Building a Wellbeing Strategy

A Roadmap for Success

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Agenda

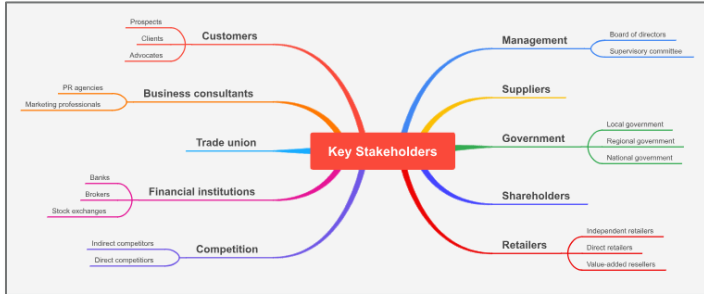
Topics

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1. **Align on objectives**
 2. **Internal and external research**
 3. **Consider the whole person**
 4. **Defining your North Star**
 5. **Weaving wellbeing into your DNA**
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Align on Objectives

Map Your Stakeholders



Questions for Consideration:

1. What is **our ultimate goal** of offering wellness programing?
2. Where do we want to **position ourselves** in the marketplace when it comes to wellness?
3. How will we **measure success**?
4. Do we have an existing **definition of wellness**? If so, what is it?
5. Do we want wellness to be a driver to **bring people into** the office?

How will your wellbeing strategy enable your most critical business objectives?



Assessing Current and Future Needs



Research Building Blocks



Whole-Person Strategies and the Case for Career

Five Pillars of Wellbeing

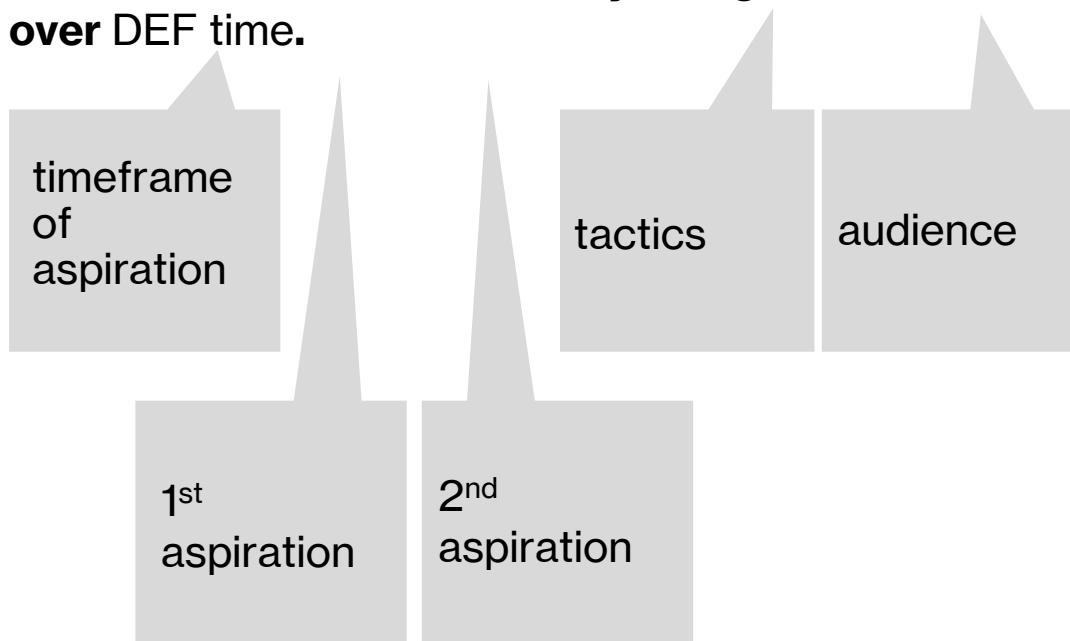
- Career wellbeing: You like what you do every day.
- Social wellbeing: You have meaningful friendships in your life.
- Financial wellbeing: You manage your money well.
- Physical wellbeing: You have energy to get things done.
- Community wellbeing: You like where you live.

Gallup analysis has shown that *career wellbeing* -- liking what you do every day -- **has the strongest impact on overall wellbeing**. People with high career wellbeing are more than twice as likely to be thriving in their life overall.



Define Your North Star

We will Goal #1 **and** Goal #2 **by doing** XYZ **for** ABC **over** DEF time.

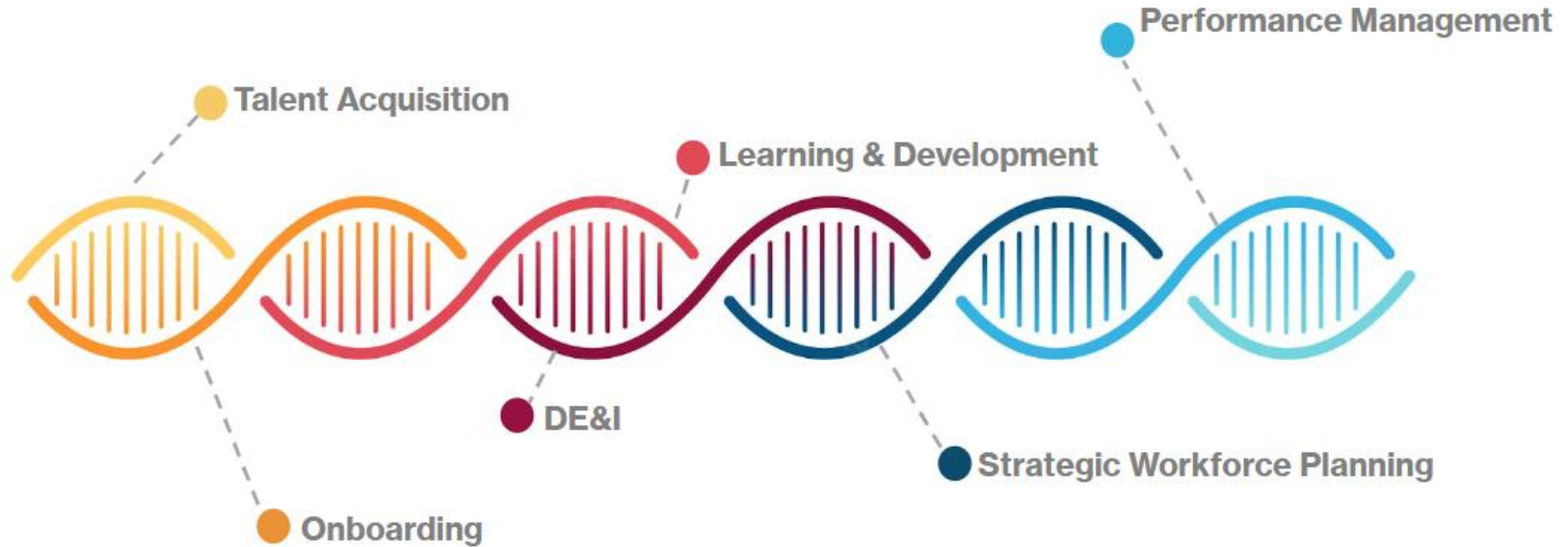


Value of a North Star

1. Identify core components of wellness strategy
2. Identify offerings to start, stop, and transform
3. Understand relationship between offering gaps and communication gaps



Weaving Wellbeing into Your DNA



Safe harbor statement

NOTE: In this presentation we have made forward-looking statements. These statements are based on our estimates and assumptions and are subject to risks and uncertainties. Forward-looking statements include the information concerning our possible or assumed future results of operations. Forward-looking statements also include those preceded or followed by the words “anticipates,” “believes,” “estimates,” “expects,” “hopes” or similar expressions. For those statements, we claim the protection of the safe harbor for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995. We undertake no obligation to revise or publicly release the results of any revision to these forward-looking statements, except as required by law. Given these risks and uncertainties, readers are cautioned not to place undue reliance on such forward-looking statements. The following important factors, along with those discussed in our filings with the Securities and Exchange Commission (the “SEC”), could affect future results and could cause those results to differ materially from those expressed in the forward-looking statements: adverse conditions in the U.S. and international economies; the effects of competition in the markets in which we operate; material changes

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