

Aligning WELCOA's Seven Benchmarks™ and Wellness Champions Program Management (WCPM) Competencies*

*Over 200 professionals have completed this WELCOA Institute course and rate it very highly.

[WELLNESS CHAMPIONS PROGRAM MANAGEMENT CERTIFICATION COURSE](#) »

Below you will find each of WELCOA's Seven Benchmarks with the corresponding reference to a key tool, exercise, or competency.

WELCOA'S SEVEN BENCHMARKS

WELLNESS CHAMPIONS PROGRAM MANAGEMENT COMPETENCIES



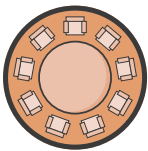
BENCHMARK 1

Committed and Aligned Leadership

Having leaders throughout the organization that are deeply committed to the wellness of employees and wellness in their own lives is an important first step to creating successful worksite wellness initiatives.

Be the change you wish to see in the world.

Effective Wellness Champions (WC) are leaders. As healthy role models they know how to help managers also be role models. In the WCPM course, two competencies help with this benchmark: **Gaining Support & Leadership Buy-In**, and **Make the Commitment**. Other tools include an in-depth exercise for one's own leadership development, including values clarification, and a review of heart-centered leadership.



BENCHMARK 2

Collaboration in Support of Wellness

Creating a formal or informal team that is dedicated to building and sustaining a successful worksite wellness initiative is an important step. This engages stakeholders at all levels and helps maintain a cooperative approach to worksite wellness initiatives.

Talent wins games but teamwork wins championships.

A competent wellness champion considers the perspectives of others to break down silos. The WCPM course reviews two relevant competencies. First, **Building Partnerships** (e.g., enjoying and knowing how to work with both internal and external partners). Second, **Communicating Well** (e.g., direct communication, crafting messages with others).



BENCHMARK 3

Collecting Meaningful Data to Evolve a Wellness Strategy

Efforts to support employee wellness involve understanding employee populations and assessing the current state through confidential and secure data collection. Data collection should measure what matters most to both the organization and the employees.

What gets measured gets done.

A competent wellness champion knows assessment is an ongoing process involving several competencies. In the WCPM course, students are provided three quick tools to assess needs, readiness, and the climate of health and productivity. The competency of **Evaluation** reinforces the use of [WELCOA's Well Workplace Checklist™](#) and also helps pin-point the why and how of evaluation.



BENCHMARK 4

Crafting an Operating Plan

Capturing an organization’s goals for wellness initiatives and documenting the details will serve as a roadmap to guide efforts and investments in workplace wellness. The wellness operating plan reflects the vision, values and purpose of an organization.

Plans are of little importance, but planning is essential — *Winston Churchill*

The competencies of **Planning Well**, **Growing Ambassadors**, and **Scalability** are essential to a wellness champion’s success. This means not only do they have goals and milestones (i.e., plans) but also they have a long range perspective for growing the program.



BENCHMARK 5

Choosing Initiatives that Support the Whole Employee

Selecting appropriate health and wellness interventions based on data collected serves to enhance decision-making skills. It brings the right intervention to an organization in support of employees across the health continuum toward healthy and thriving lives.

To help others we must first help ourselves.

The core competency in the entire WCPM training is about **ALL dimensions of wellness** and **WHOLENESS**. One of the first things students do in the course is assess their own well-being across different dimensions.



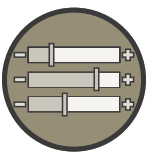
BENCHMARK 6

Cultivate Supportive Health Promoting Environments, Policies, and Practices

Supporting efforts toward healthy employees includes evaluating policies, practices and promotions to ensure the environment helps foster a successful wellness initiative. It is grounded in the core vision and purpose of the organization. Aim to align the wellness culture throughout the organization so there is consistency within resources, interventions and the experience at work.

Making health the easy choice requires an environment that nudges “easy.”

The WCPM course guides students to “Know the Environment” and ways to create a health-promoting environment. There are actually 8 different aspects of the environment, including HR, EAP, safety, and other features. Competent wellness champions are provided with a template for conducting a SWOT analysis of the environment.



BENCHMARK 7

Conduct Evaluation, Communicate, Celebrate, and Iterate

Each organization strives to develop an understanding of the impact of efforts to support employee wellness. Data collected during evaluation will determine how successful the approach has been and in what ways it can be improved. It also reflects how findings from the evaluation are communicated to ensure continuous improvement efforts in worksite wellness initiatives.

What gets rewarded, continues on.

An effective wellness champion embraces all these competencies in the WCPM course: **Evaluation**, **Communicating Well**, and **Celebration** and also process competencies that guide on how to keep iterating for continuous improvement:

Assess > Design > Deliver > Evaluate.

KEY DEFINITIONS

Benchmark:

A benchmark is a standard point of reference against which things may be compared or assessed. Benchmarks provide external guides to help achieve outcomes.

Competency:

A competency is an ability to do something successfully and efficiently. Competencies are the internal abilities that move us toward the outcome.

Collaboration:

Collaboration is the act of working together with others to produce an outcome. When individuals with complementary competencies work together, benchmarks are useful for achieving a common goal.