

## BENCHMARK 1

# Committed and Aligned Leadership

Leadership is engaged with accountable collaborators.

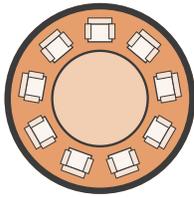
Organization Vision:

What are some things that are important or valuable to your leadership?: *(your organizational values)*

- 1.
- 2.
- 3.

What is a possible value story message about how wellness contributes to success with those values?:

- 1.
- 2.
- 3.



## BENCHMARK 2

# Collaboration in Support of Wellness

Accountable stakeholders participate in operations planning. This would include anyone who could have a direct impact on employee health, those with decision-making power, and those who have a lot at stake or are responsible for strategy.

Who comprises your formal or informal team or collaborative network?

What business units have a direct impact on employee health or your strategic goals for wellness?



### BENCHMARK 3

## Collecting Meaningful Data to Evolve a Wellness Strategy

Data collected in Benchmark 3 is designed to assess current state of the organization and strategic goals from Benchmark 1.

What do I know about the goals that are important to leadership?:

What goals are employees setting and how are they doing in terms of achieving them?:

What data are we collecting?:

Measures and metrics for each goal:

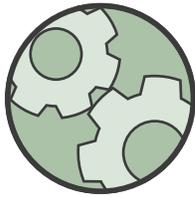
Impact Measures + Needs and Interests

- 1.
- 2.
- 3.
- 4.
- 5.

How is data collected?\*

- 1.
- 2.
- 3.
- 4.
- 5.

\*Types of data collection: surveys, assessments, screenings and audits.



## BENCHMARK 4

# Crafting an Operating Plan

Wellness vision, goals, and operating plan should closely align with and support the organization's strategic vision, values and purpose from Benchmark 1.

**HINT:** This Benchmark takes time to develop.

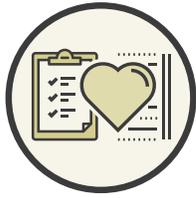
### Wellness Vision:

Write your wellness vision based on how you think wellness is positioned, to achieve broader organizational goals and

### Write your top 3-5 goals for your wellness program:

#### Tips and tricks:

- Your goals should concern improving the measures you identified in Benchmark 3 and help you achieve your value story from Benchmark 1.
- Use S.M.A.R.T. goals, create milestones and provide resources.
- Consider your current organizational initiatives when rolling out wellness programs.
- Think about how you will measure or score your success.
- Consider how, what and when you will communicate to your organization.
- Consider whether you have relevant employee groups and internal and external stakeholders involved in operations planning.



## BENCHMARK 5

# Choosing Initiatives that Support the Whole Employee

Programs should align with wellness vision, goals, and operations plan.

**HINT:** Employees are motivated to improve their health and wellness and initiatives should be designed to help them succeed.

### Programs and Resources:

What meaningful programmatic approaches are you using to achieve goals?

- 1.
- 2.
- 3.
- 4.
- 5.

### Have you considered:

- Alignment with stated vision and objectives
- How to support the whole employee
- Different experiences at work (environment)
- Having an evaluation in place
- If it is designed to help employees succeed at what they want to achieve
- The life cycle of your initiative (how it flows with your normal approach)



## BENCHMARK 6

# Cultivate Supportive Health Promoting Environments, Policies, and Practices

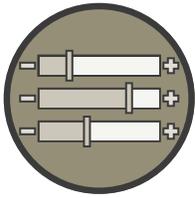
Environment, policies and practices should all align with wellness vision, goals and operations plan. Consider your benefits program and workplace culture.

**HINT:** In what way is your environment working against you? Example: having a cafeteria without healthful choices.

### Environment, Policies and Practices:

What environment, policies and practices are you using to achieve your organizational wellness goals?

- 1.
- 2.
- 3.



## BENCHMARK 7

# Conduct Evaluation, Communicate, Celebrate, and Iterate

Processes and impact evaluation should measure relevant operations and meaningful outcomes that reflect the strategic priorities and goals of your organization.

### Process Evaluation:

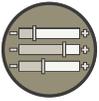
Are each of your approaches from Benchmark 5?

- 1.
- 2.
- 3.
- 4.
- 5.

### Outcomes and Impact:

Are they having the intended impact?

- 1.
- 2.
- 3.
- 4.
- 5.



BENCHMARK 7

# Conduct Evaluation, Communicate, Celebrate, and Iterate



## Communication:

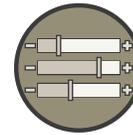
Describe how you will communicate program success and opportunities for improvement to leaders.



Benchmark 4  
*(Planning)*



Benchmark 5 & 6  
*(Execution)*



Telling a success  
story through  
Benchmark 7  
*(Evaluation)*

## SUGGESTED RESOURCE

PLANNING TEMPLATE

WELCOA's 5 Reasons Why People Don't Evaluate

DOWNLOAD HERE: [www.welcoa.org/resources/welcoas-5-reasons-why-people-dont-evaluate/](http://www.welcoa.org/resources/welcoas-5-reasons-why-people-dont-evaluate/)