

EMPLOYEE WELLNESS & ENGAGEMENT PLANNING CANVAS

Value

What value do we want to deliver to our employees?
Which one(s) of our employees' problems are we trying to solve?
Which need(s) are we helping to meet?

Example, improving corporate branding, enhancing well-being, improving engagement, enhancing benefits, etc

Rhythm

What is the total length of time an employee is engaged throughout the year?
How frequently do we want to engage employees?

Example, is this an annual 8 months program? Will the frequency of engagement be once a month?

PEOPLE CONSIDERATIONS

Key Stakeholders

Who are the stakeholders that matter?
Who can support and champion the initiative?
Who can help you operationalise the ideas?

Example, management executive, middle management, external health consultancy, etc

Employee Profiles

What are the profiles of employees we are serving?
What are the health and wellness needs of our employees?

Example, mental health issues, high chronic risks, active vs sedentary, etc

ENGAGEMENT CONSIDERATIONS

Activities

What activities would employees be keen to participate in?
What activities are needed to meet the value we seek?
What structure needs to be put in place to let the program run sustainably?

Example, on-site live workshops, online coaching and/or employee assistance, off-site fitness classes, wellness committee meetings, etc

Environment

What are the corporate levers that are supportive?
What are barriers and challenges that may impede plans?

Example, health promoting policies, incentivisation schemes, management culture, working arrangements, availability of showering facilities, etc

ENABLERS CONSIDERATIONS

Communication channels

Through which channel does our employees want to be reached?
How are we reaching employees?
How can we integrate our channels?

Example, online campaigns, intranet communications platform, mobile phones

Resources

What are the resources that we need to have?
What are organisational and partner resources that we can tap on?
How can we make it sustainable?

Examples, financial budget, barter trade for space, etc

Evaluation

How can we quantify value?
What are the key metrics to measure success?

Example, health status dashboard, participation, employee engagement numbers, employee feedback