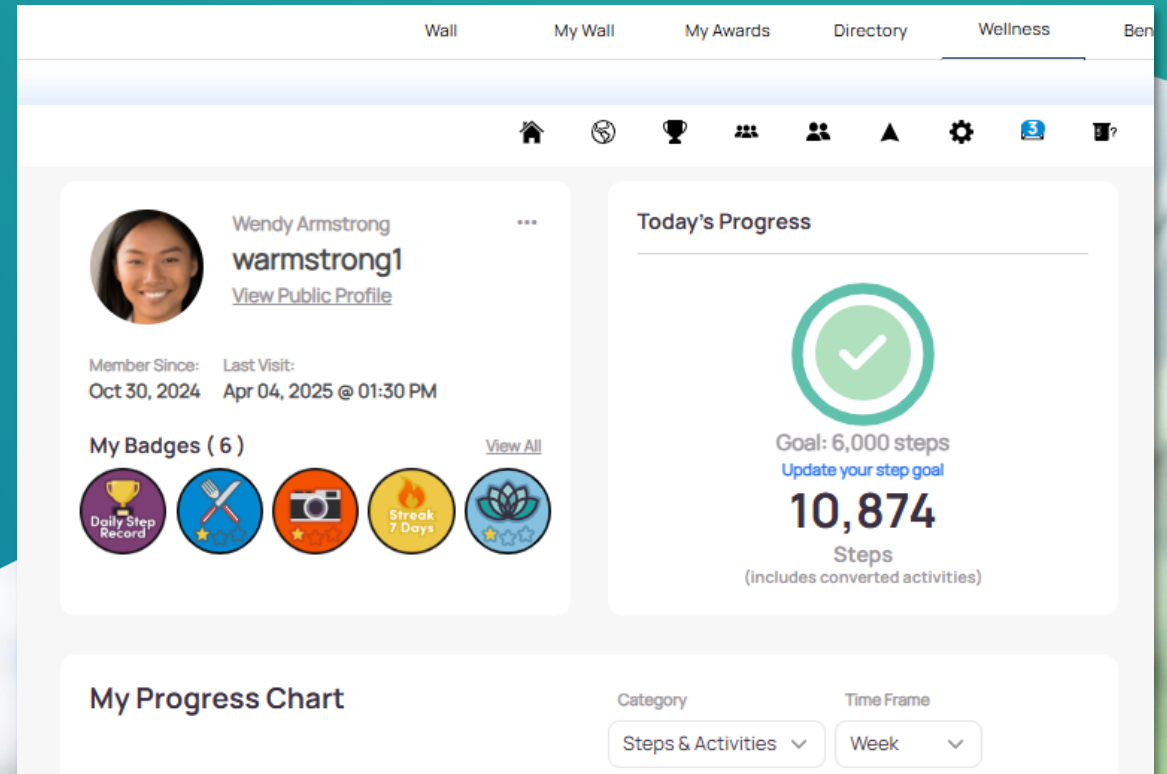


Leadership & Wellness in the Workplace

Terryberry Product
Spotlight Webinar

April 24, 2025



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Engage • Reward • Succeed



Presenter

Marissa Bell

Engagement Solutions Specialist, Be Well
Terryberry



Presenter

Travis Poppleton

Product Manager, Be Heard
Terryberry

Belonging

Fostering a culture of belonging promotes collaboration, mental health, and creative problem solving.



Recognition

Leadership

Credible and honest leadership drives loyalty, promoting both retention and engagement.

Purpose

Employees who feel their goals and values align with those of their workplace have significantly higher retention level.



Wellness

Wellbeing

Physical, mental, and emotionally healthy employees are more likely to remain focused and motivated.

Empowerment

Granting employees appropriate authority, resources, and support fosters a culture of self-learning and ownership.



Rewards

Equity

Employees who feel opportunities, promotions, and recognition are awarded fairly are more likely to go the extra mile.

Key Features

- 1. New Championing Wellness**
reports and analytics for HR and people leaders to keep a pulse on employee well-being and burnout
- 2. New Engagement Scorecard**
with metrics that go beyond login rates to measure engagement
- 3. Workplace Wellness App, Be Well**
puts activity tracking, mental health resources, step challenges and social engagement all in one place



What is Leadership?

A pillar of Terryberry's employee engagement model



Leadership: Leaders who highlight the value of daily objectives, inspire employees to think beyond their own interests, and communicate honestly encourage innovation, smart risk-taking, and achieve great results.

Promoting a Positive Workplace

- **Transparency:** Honest and open communication from leadership
- **Growth and Development:** Investing in employee training and career paths
- **Modeling Healthy Behaviors:** Demonstrating self-care and life balance.
- **Encourage Work-Life Balance:** Respecting boundaries and promoting flexibility.

Expected Outcomes

- **Emotional Wellbeing:** Essential for mental health and relationships built on trust.
- **Job Satisfaction:** Contentment with one's job and work environment and overall happiness.
- **Well-being:** Inspires employees to prioritize their own health driving focus and engagement.
- **Burnout Reduction:** Promotes self-management and sustainable work environments.

Why is Leadership Important?

A pillar of Terryberry's employee engagement model

Leadership as Catalyst



APA's Work and Well-Being Survey:

- 73% with supportive leaders develop healthy lifestyles vs. 11% without
- Only 40% say managers are involved in well-being
- Leaders increase motivation (91% vs. 38%) and retention (75% vs. 49%)

American Psychological Association (2016). "Work and Well-Being Survey." American Psychological Association

Leadership as Climate



McKinsey & Company's Psychological Safety survey:

- Only 20-26% of leaders consistently demonstrate supportive behaviors
- ~70% of them create positive team climates
- Psychological safety doubles during workplace disruption

McKinsey & Company (2021). "Psychological Safety and the Critical Role of Leadership Development." McKinsey Quarterly

Leadership as Multiplier



SHRM findings demonstrate:

- Effective managers double employee sense of value (80% vs. 35%)
- Create 2.3x stronger belonging (72% vs. 31%)
- Reduce burnout by 62% and increase discretionary effort by 49%

Society for Human Resource Management (2024). "Influence of Managerial Effectiveness on Attitudes About Their Job and Employer." SHRM

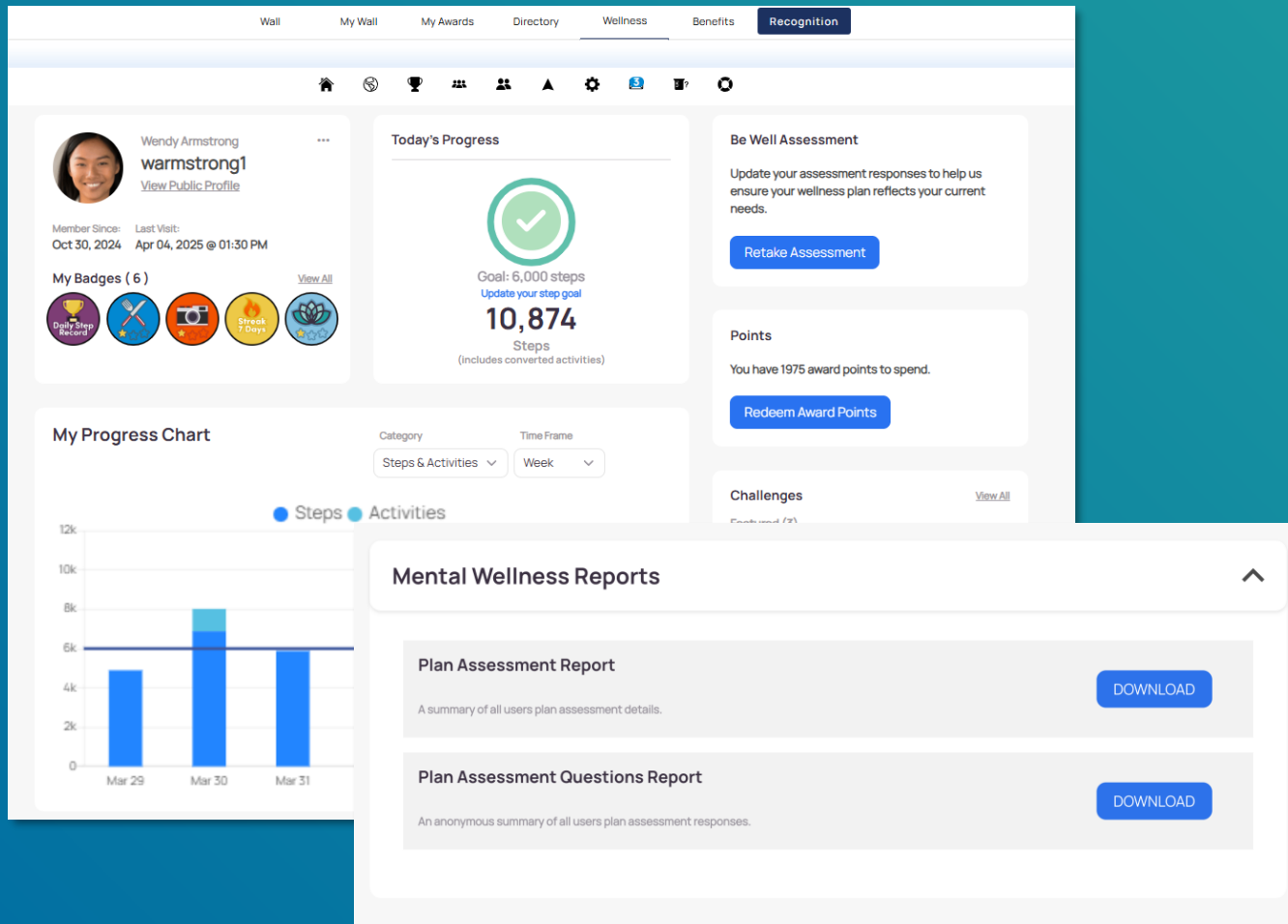
1st Poll

Leadership & Wellness in the Workplace

What's your biggest obstacle to leadership participation in wellness initiatives?

1. "Too busy" syndrome - competing priorities
2. Skepticism about program ROI
3. Discomfort with personal health discussions
4. Inconsistent participation across leadership team
5. Lack of clear expectations for leader involvement
6. Wellness viewed as HR's responsibility, not leadership's

1st Product Demo: Championing Wellness



- Reporting and analytics tools for HR
- Create wellness challenges: 3 types
- Reward activity goals with points for prizes

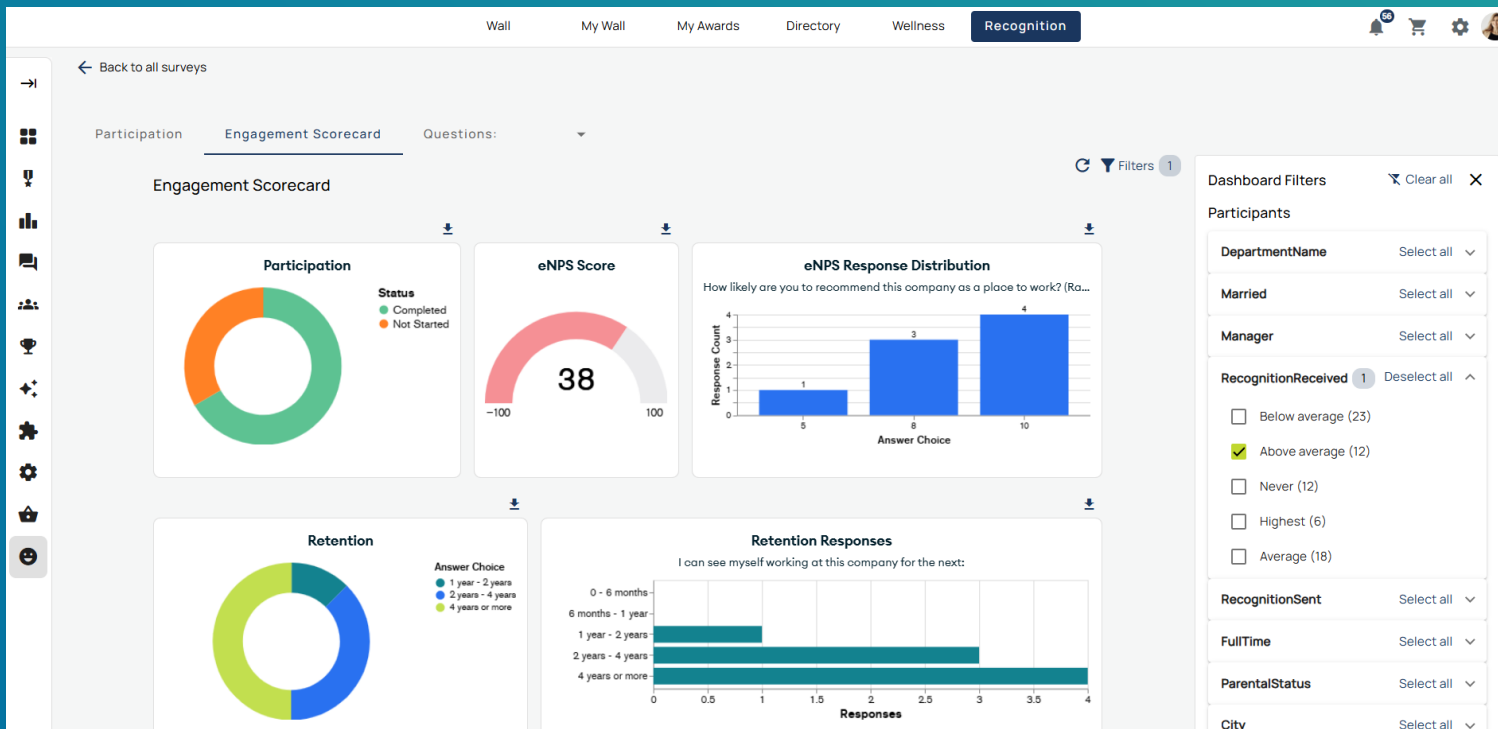
2nd Poll

Leadership & Wellness in the Workplace

How would you rate your ability to measure leadership's impact on employee wellbeing?

1. We have comprehensive data with clear insights
2. We collect data but struggle to connect leadership to outcomes
3. We have anecdotal evidence but limited metrics
4. We rely on periodic engagement surveys only
5. We struggle with low response rates or honest feedback
6. We lack the tools to measure this relationship effectively

2nd Product Demo: Engagement Scorecard



- Analyzing leadership & well-being metrics
- Identifying gaps by demographics and by manager
- Linking recognition activity to outcomes

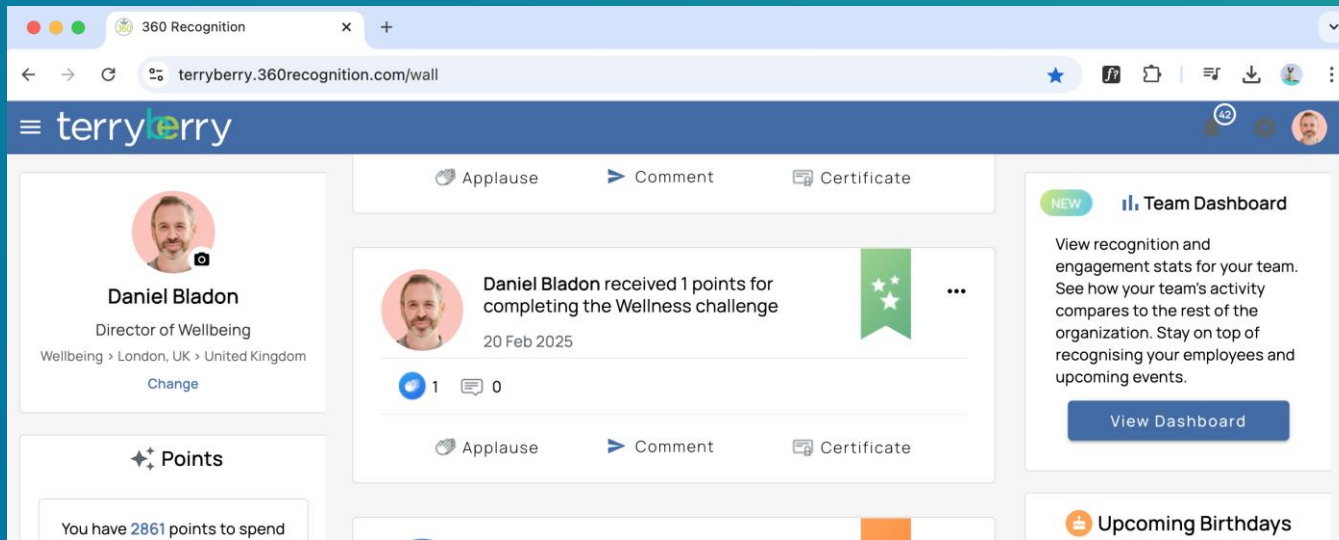
3rd Poll

Leadership & Wellness in the Workplace

How do employees perceive wellness programs at your organization?

1. As a valuable benefit they appreciate
2. As an authentic culture component
3. As a checkbox initiative without real support
4. As an interruption to their actual work
5. Inconsistently across different teams/departments
6. We don't have structured feedback on perception

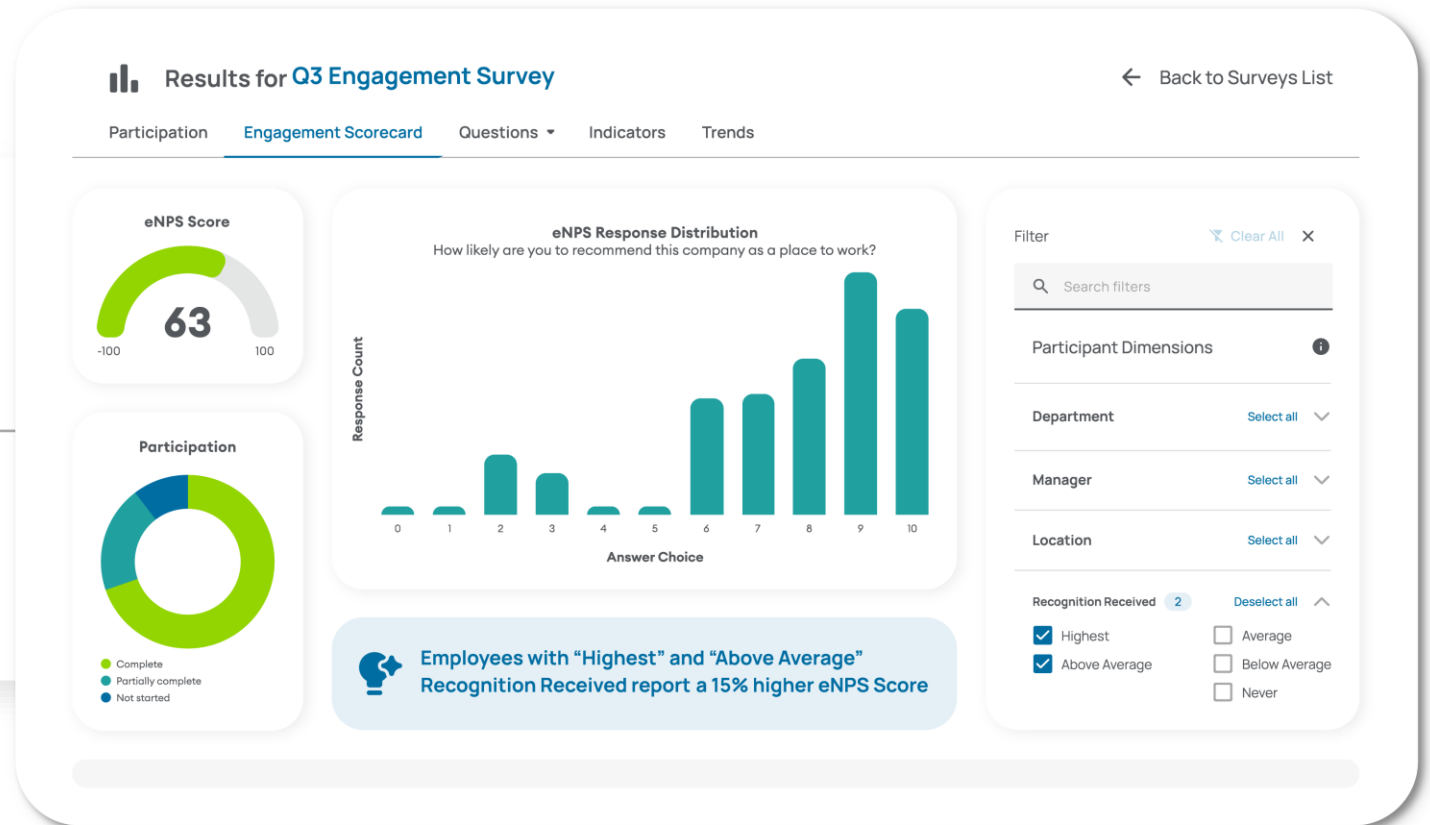
3rd Product Demo: Workplace Wellness App



- In-app social engagement and monthly content updates
- Personalization, activity tracking, and journal entries
- Peer recognition and rewards for wellness activities

Questions?

Purpose & Company Values



Thank You!

Next steps

- **Interested in Terryberry?** Let us know after webinar.
- **Current customer?** Talk to your CSM to get on the waitlist.



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