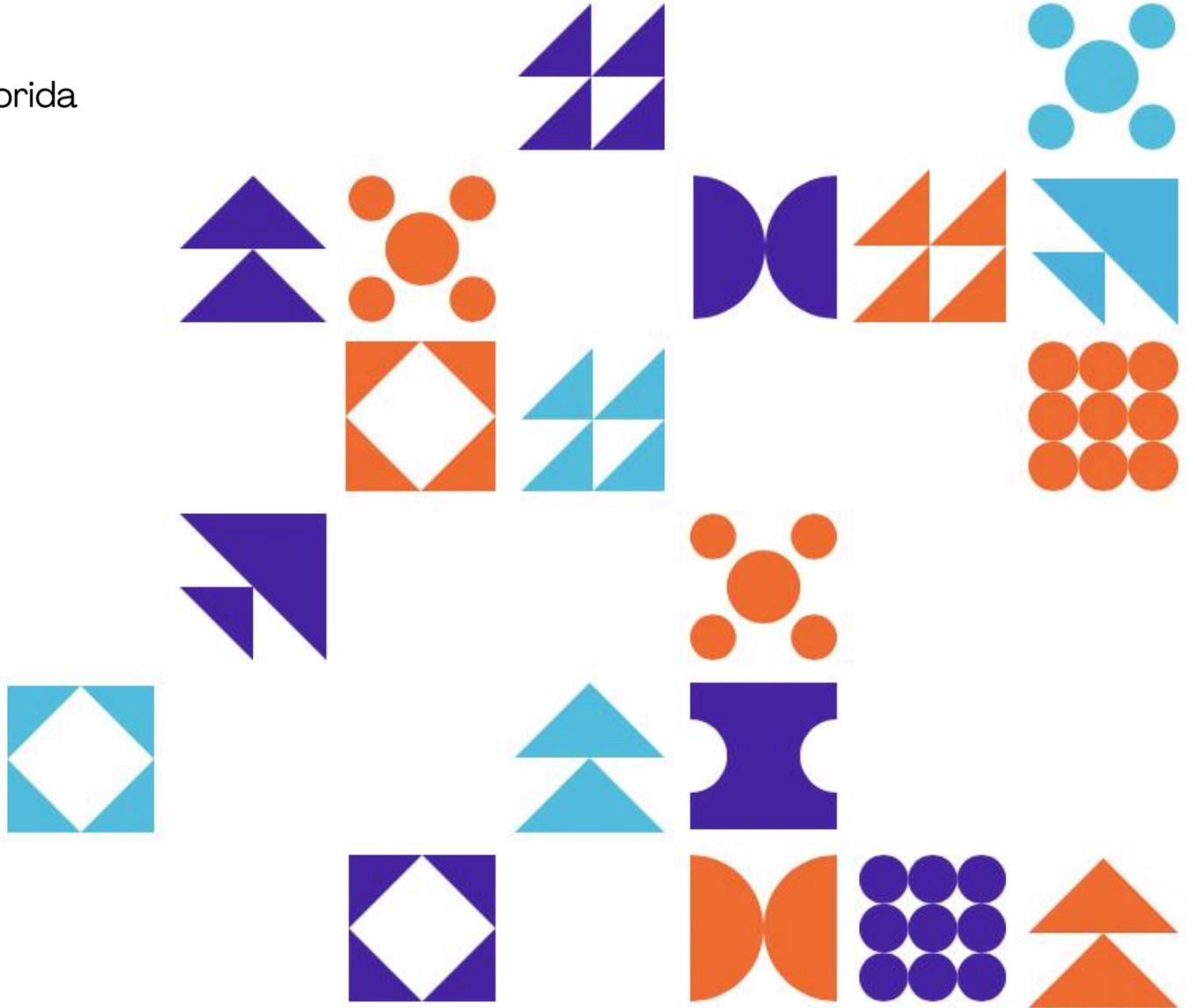


EMPLOYEE WELLNESS:

A Holistic Approach to Employee Retention

Melissa L. Strawser, Ed.D., CPC, MBTI®

July 31, 2021



Employee Wellness: A New Concept

Wellness is no longer about EAPs, Gym Memberships, & Health Care Plans

There are 5 generations in the workforce in 2021 and they **ALL** have a different perception of wellness especially in a post-pandemic workplace.

So, what is it about NOW?

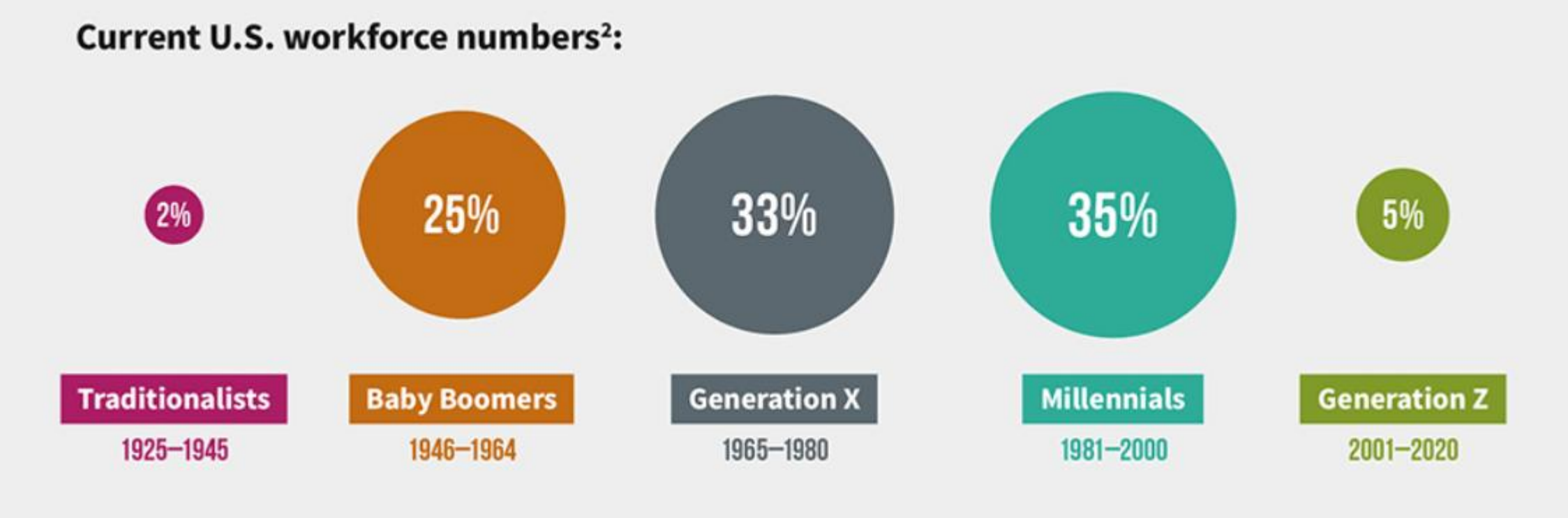
CULTURE

Are you surprised? I was....

Let's talk about it



Generations in the Workforce



(Source: Perdue Global, 2021)



The Media is Fueling the Conversation

Some common headlines:

- *The Great Resignation: Why Millions of Workers are Quitting Their Jobs.* ~ NPR
- *The ‘Great Resignation’: Why HR must evolve the employee value proposition* ~ Hrzone.com
- *Before you join ‘The Great Resignation’ and quit your job, here’s what you need to know.* ~ Michelle Fox; CNBC
- *Millions Are Out Of A Job. Yet Some Employers Wonder: Why Can’t I Find Workers?* ~ Kat Lonsdorf, NPR

**As Project Managers and Leaders of Organizations –
Are you feeling the pressure?**

The big secret: IT IS PERSONAL.



Trends and Data

- **Cost** to attract, hire, and train a new staff member: **\$4,129 per hire / 42 days**
- **25%** of full-time employees **plan to search for a new job post-pandemic**
- **23%** less likely to leave due to pay
 - According to the Work Institute's 2021 Retention report – Top 2 reasons:
 - Health and Family issues (physical, emotional, and family-related health issues)
 - Work-life balance (scheduling, travel, and remote work preferences)
- **Employee Health Care will be holistic** – Health, mental health, family life, substance abuse, & financial stress
- **HR will be more visible** in the boardroom for company planning.
- Employees will continue to use **telehealth** post-pandemic
- **Behavioral Health** will be **destigmatized**
- **DEI** will be considered a factor in **employee health and wellness**

(Sources: Markovic, 2021 & Cirrusmd, 2021)



Employee Wellness

Employee Factors:

- The COVID-19 pandemic was (and continues to be) a collective traumatic event
- Many suffered personal traumas, losses, and/or a mental health crisis
- Many employees worked harder while remote working; because leaders increased productivity requirements. Some were essential workers
- Employees were unhappy with how their organization handled the pandemic
- Work/Life Integration; Not Work/Life Balance
- Had time to reflect on their lives, their priorities, & their happiness

Result:

- Employees experienced a more modern way of working and are resistant to return to the workplace
- Remote work is abundant
- Organizations that pivoted (or have a plan to pivot) to the new way of working will retain or gain employees



My Story of a 'Great Resignation Day'

My Story

My Positives from the Pandemic

Worrier to **Warrior**

Wiped Out to **Wonder Filled**

Burned Out to **Best Life**



What are Employees Expecting from an Organization?

- Clear Mission and Values
 - DEI strategy is critical
- Collaboration and Innovation
- Management Team Committed to **Employee Success**
- Flexible Work Schedule & Remote Work Opportunities
- Healthy Work-Life Integration



Photo by [Austin Distel](#) on [Unsplash](#)

What are Employees Saying?

Millennials will take a \$7,600 pay cut to go to a company with a better culture (2021, Fidelity Survey)

In a new poll of Gen Z, by Generation Lab:

- 39% want a hybrid workplace; 19% want remote work, and 3% have no preference
 - Only 12% of the office worker workforce wants to go back to the office full-time

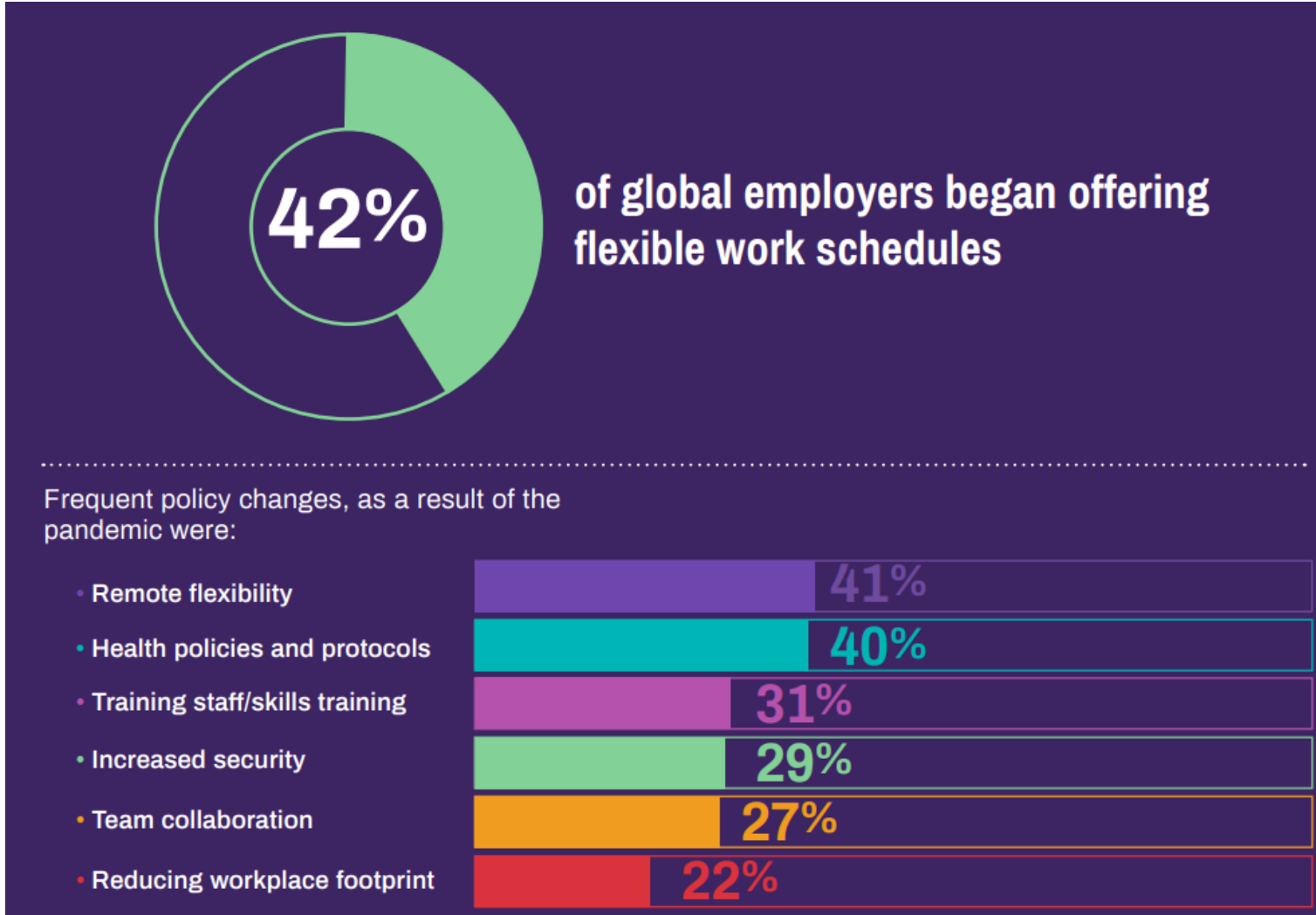
What will Gen Z miss the most?

- 74% office community; 41% mentoring – Worried they will miss the professional relationship building and contacts.
- 66% want in-person feedback from manager vs written or via Zoom
- 33% don't want to miss out on office amenities (gyms, snacks, etc.)
- 45% worry they will not have access to distraction free workplaces



How are Employers Pivoting Post-Pandemic?

According the Future of Work 2021 Global Outlook Report from Monster.com



How are Employers Pivoting Post-Pandemic?

- **Increased mental health support**, purchasing licenses to mental health apps
 - Calm, Headspace, FitBit, etc.
- **Large skills gaps, retrained versus replaced**
 - Verizon trained 20,000 employees for new careers
 - Royal Dutch Shell retrained workforce in AI through a partnership with Udacity
- **Hybrid or work from home** opportunities
- **Virtual and In-Person learning** resources and opportunities for professional development
- Increased **health, safety, and security measures**
- Increased **visibility of DEI initiatives and targets**
- **Structured and visible support for women in the workforce:**
 - Daycare on site
 - Caregiving support for parents
 - Stipend for child care

(Source: Schawbell, D, 2020)



Discussion & Q&A

- As Project Managers, what challenges are you having around employee wellness and retention?
- What pivots are your organizations making with the Future of Work?

Questions?



Contact Me



Weekly Radio Show: 7pm CST/8pm EST

<https://www.voiceamerica.com/show/4025/counterbalance-conversations>

PH: 850.596.8554 **Email:** mlstrawseredd@gmail.com

Facebook & Instagram: @CounterbalanceCoach

LinkedIn: <https://www.linkedin.com/in/melissastrawser/>

Website: www.drmelissalstrawser.com



Sources and Resources

The 10 Best Employee Retention Strategies for 2021 - The Quantic Blog. Quantic School of Business & Technology. (2021, June 16). <https://blog.quantica.edu/2021/06/16/the-10-best-employee-retention-strategies-for-2021/>.

5 Employee Health and Wellness Trends to Watch in 2021. CirrusMD. (n.d.). <https://www.cirrusmd.com/5-employee-health-and-wellness-trends-to-watch-in-2021>.

Allen, T. (2021, April 7). *The Pandemic Is Changing Employee Benefits.* Harvard Business Review. <https://hbr.org/2021/04/the-pandemic-is-changing-employee-benefits>.

Florentine, S. (2019, February 27). *Employee retention: 8 strategies for retaining top talent.* CIO. <https://www.cio.com/article/2868419/how-to-improve-employee-retention.html>.

Group, S. (2020, March 12). *6 Steps for Attracting and Retaining Top Talent in 2020.* Sparks Group Blogs. <https://blog.sparksgroupinc.com/client/6-steps-for-attracting-and-retaining-top-talent-in-2020>.

Keller, S. (2018, February 26). *Attracting and retaining the right talent.* McKinsey & Company. <https://www.mckinsey.com/business-functions/organization/our-insights/attracting-and-retaining-the-right-talent#>.

Linchpin, A. T. (2021, June 17). *Trends Shaping Corporate Wellness Programs In 2021: Linchpin.* Linchpin SEO. <https://linchpinseo.com/trends-shaping-corporate-wellness-programs/>.

Markovic, I. (2021, June 23). *5 Key Employee Retention Statistics for 2021.* EduMe. <https://edume.com/blog/employee-retention-statistics-2021>.

Molony, S. (2021, July 6). *15 Actionable Employee Retention Strategies You Can Use [2021 Update].* Zoomshift. <https://www.zoomshift.com/blog/employee-retention-strategies/>.



Sources and Resources

Generational Differences in the Workplace^[1] [Infographic]. Purdue Global. (n.d.). <https://www.purdueglobal.edu/education-partnerships/generational-workforce-differences-infographic/>.

Robert Half. (2021, July 8). *14 Effective Employee Retention Strategies*. Robert Half. <https://www.roberthalf.com/blog/management-tips/effective-employee-retention-strategies>.

Schawbell, D. (2020, November 2). *The Top 10 Workplace Trends For 2021*. LinkedIn. <https://www.linkedin.com/pulse/top-10-workplace-trends-2021-dan-schawbel>.

The Future of Work 2021: A Summary of This Year's Survey. *Monster.com*. (2021, June 16). <https://hiring.monster.com/employer-resources/blog/labor-statistics/future-of-work-2021-summary/>.

Why Workplace Wellness Is Worth The Investment In 2021. SnackNation. (2021, May 28). <https://snacknation.com/blog/workplace-wellness/>.

Wolff, A. (2018, June 13). *The Top 5 Things Millennials Want in the Workplace*. BenchmarkONE. <https://www.benchmarkone.com/blog/top-5-things-millennials-want-workplace/>.