

At-A-Glance: Maximizing leadership engagement.

A successful well-being program begins with a commitment from top leadership and its continued success depends upon ongoing support at all levels of the organization.

Leaders create the culture of health.

A culture of health may drive healthier behaviors.

Healthier behaviors may produce better health.

Enhance leadership support.

- Senior leaders need to be passionate, persistent and persuasive in communicating the importance of well-being to the organization and the employees.
- To be genuine in promoting well-being, leaders need to embrace health and well-being as an individual priority. Set the example by actively participating in the program.
- Inform, educate and motivate all levels of leadership on the positive role they are expected to play to support well-being initiatives.

Enhance managerial support.

- Communicate well-being program information during department meetings and team “huddles.”
- Allow employees time to participate in well-being activities.
- Lead by example.
- Encourage team members to practice healthier behaviors.

Practice the rules of “ate.”

Create.

Make the healthier choice the easy choice by creating a supportive, health-promoting environment.

Communicate.

Communicate frequently through different channels ... in other words, “multiple times, multiple ways.”

Participate.

The single most important thing a leader can do is to actively participate.