



CoachHub

How Digital Coaching improves Employee Wellbeing

What wellbeing means in the workplace?

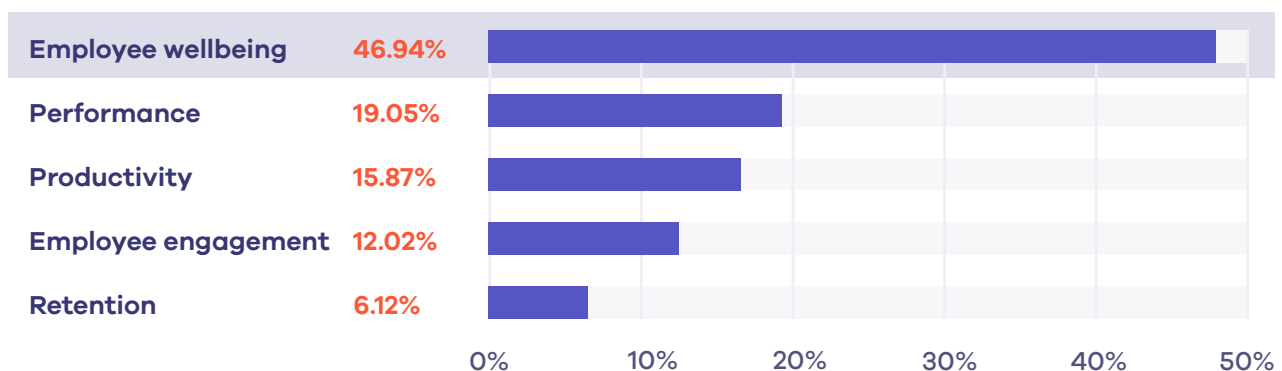
According to the Center for Disease Control and Prevention (CDC), wellbeing can be described as judging life positively and feeling good. This includes the presence of positive emotions and moods, the absence of negative emotions, satisfaction with life, fulfillment and positive functioning.

The wellbeing of an employee is a key factor in determining an organisation's long-term effectiveness, which is why their aim should be focused on making sure employees are engaged, healthy and satisfied at work. Unfortunately, more and more people are finding it difficult to achieve a sense of wellbeing in the workplace due to high demands, negative feelings about their tasks, toxic work environments and a lack of empathy from their managers. When an organisation does not address their employee's wellbeing, they witness high turnover rates, a decrease in productivity due to a lack of motivation and burnout.

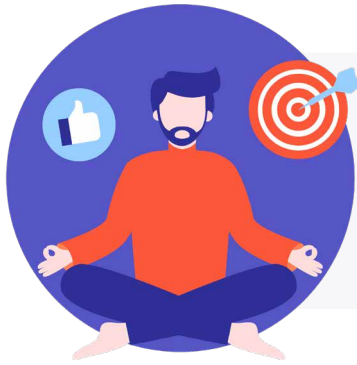
The Facts

According to most research, including our own, employee wellbeing is the #1 priority for HR leaders.

What has been the Key HR focus for your company since the changes brought about by Covid-19



Source: CoachHub (2020)



AND according to Deloitte (2020):
80% of organisations say worker wellbeing is important, **BUT 12%** say they are very ready to address the issue.

The Effects on Employees

There is a dynamic shift taking place where more and more people are interested in working for a company that offers wellbeing initiatives and a sense of purpose. 1 in 2 employees are now less bothered by office-based perks and are more keen on wellbeing benefits. A lack of recognition and need to promote workers wellbeing may give rise to workplace problems, such as stress, bullying, conflict, alcohol and drug abuse and mental health disorders (ILO, 2021).

Did You Know?

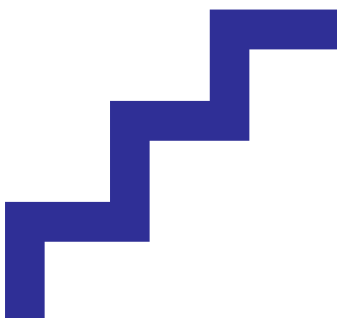
- 94% of U.S. & UK workers report feeling stress at work, with one-third saying their stress levels are high. 54% of workers report that their home life is negatively affected by work at least once a week, and more than 50% report sleep loss (HR Dive, 2018)
- Only 30% of employees & 35% of managers in the U.S. feel engaged in their job (Gallup, 2015)
- Workplace stressors such as long hours, economic insecurity, work–family conflict, and high job demands coupled with low job security are as harmful to health as secondhand smoke (McKinsey, 2020)

How Covid-19 Has Affected Wellbeing

There are clear signs that the pandemic will lead to serious retention issues. Prolonged lockdowns have led to isolation and have increased the risk of developing mental illness and anxiety. Burnout is on the rise and the digitalisation of work has made everything feel more fast-paced. Employees are feeling the extra pressure to be alert and responsive to each demand and correspondence, resulting in less breaks and less self-reflection on their own mental wellness. Also, because of the unpredictable circumstances, workers are feeling more vulnerable and concerned about their own job security.

Did You Know?

- Leaders who are feeling burnout are **4x** as likely to leave their positions within the next year (AP, 2021)
- **78%** of employees felt impaired in their mental well-being (Oracle, 2020)
- Only **20%** of leaders believed they were effective at leading virtually (Forbes, 2021)
- During the Corona crisis, approximately 45% of 18-24 year-olds have been significantly more concerned about their own mental wellbeing. The number slightly reduces among 25-44 year-olds, but still ranges from 38-40% (Mental Health Report, AXA, 2020)



Key Ways To Evaluate Wellbeing

Traditionally, companies focus more on reducing employee stress instead of increasing their wellbeing. Understanding how to identify a person's wellbeing can be tricky, but there are some key factors we can pay attention to.



Job Satisfaction

Some factors that determine job satisfaction include the work environment, fairness, promotional opportunities and responsibilities.



Work Engagement

The positive state of mind at work. Studies have shown that engagement leads to high levels of creativity, task performance, organisational behavior, and client satisfaction.



Job Stress

Stress is generated due to conflicting demands in one's job. Factors include environment, job uncertainty, issues with coworkers and performance pressure.



Personal Happiness

This goes beyond happiness in the workplace and factors in how a person is feeling in their private life.

Did You Know?

According to a Gallup analysis, there are 5 factors people need to flourish in their lives.

- **Career:** You like what you do every day.
- **Social:** You have meaningful friendships in your life.
- **Financial:** You manage your money well.
- **Community:** You like where you live.
- **Physical:** You have energy to get things done.
- Employees with a high wellbeing factor in all five aspects are up to **81%** less likely to look for a new employer in the next year than employees who have only "ticked off" one aspect.

How Coaching Boosts Wellbeing

Employees with a high wellbeing show higher levels of engagement and happiness. On the path to success everyone needs to get different perspectives to know which direction to take and how to grow. Evidence suggests that traditional stress interventions are often ineffective in the long term and do not result in improved organisational outcomes (Frontiers in Psychology, 2017). Coaching however, is centered on a personalised relationship that is encouraging and compassionate and built to help others overcome obstacles. Having a neutral person to talk to allows employees to share their emotions in an appropriate or constructive way. The 1:1 time with a personal coach is particularly invaluable to those who are feeling isolated and increases an employees ability to feel relaxed, valuable and to think clearly.

Additional Advantages:



- You are able to customise and scale your wellbeing goals.
- Coaching is a very powerful tool to support you in finding solutions and new ways of thinking.
- Coaching creates ripple effects of wellbeing throughout your company.
- Coachees are more likely to stay at a company and retention in teams increases due to better leadership.



Sample of the Wellbeing Coaching Programme

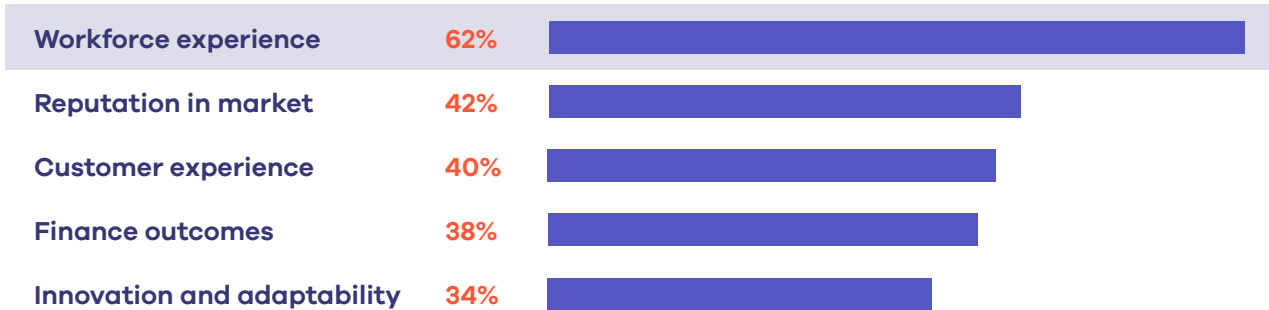


The ROI of Wellbeing Programs

Organisations who invest in wellbeing programs see a boost in employee engagement and satisfaction, a reduction in absenteeism and less turnover. Estimates range from 37%-689% ROI, where even the lowest percentage has shown a significant increase on returns. Investing in wellbeing programs, also reduces unnecessary health care costs. In the U.S., workplace stress costs approximately \$180 billion annually in healthcare expenses and results in 120,000 unnecessary deaths a year (McKinsey, 2018).

Wellbeing drives improvements in workforce experience more often than any other business outcome

Which of the following are most (positively) impacted by your wellbeing strategy?
select all that apply.



Source: Deloitte (2020)

- 65% lower employee turnover and 21% higher productivity for companies who invest in employee wellbeing (Workplace Wellness Trends, 2017)

- 94% of HR leaders agree that wellbeing drives organisational performance (Deloitte, 2020)

- Work-related stress, depression or anxiety accounts for 44% of work-related ill health and 54% of working days lost, in 2018 -19 (CIPD, 2021)



“Since March 2020, our entire company has switched to a 100% teleworking model like many, which has had a major impact on collaboration methods, particularly for managers. Loneliness, anxiety, remote team management are direct impacts on some of our employees and managers. We had to offer solutions to help them and our choice of providing individual support through coaching proved to be the best solution to adapt to their individual needs.”

- Maude Roger - Global Culture Manager at CoachHub Client Payfit



CoachHub Wellbeing™ is a proactive and personal approach to coaching.

With the backing of the world's leading scientists and coaches in mental wellness, we can support your employee's mental health and wellbeing.

For more information visit

[Coachhub Wellbeing](#)

