

Six Steps For Capturing Leadership Support

CRITICAL QUESTIONS FOR DISCUSSION

Step 1: Establishing Common Ground

The first step in the process of capturing leadership support is to establish common ground.

- What kind of results do our leaders want to see from our wellness initiative? (e.g., engagement, cost savings, health improvements)
- Are we sure that these are the results they want to see?
- What does this mean for our wellness initiative?
- How well are we giving our senior leaders the evidence they want to see?
- What are the most important outcomes we can share with our leaders?

List three: _____

Step 2: Connecting Emotionally

The second step in effectively engaging our leadership in supporting the organization's wellness initiative is to connect emotionally.

- What kind of personal stories of health improvement already exist within our organization?
- How might we best tell them to our leadership?

Step 3: Making It Personal

The third step in engaging our leadership in supporting the organization's wellness initiative is to make it personal.

- How is the overall health status of our leaders?
- Is there a champion for personal health among our executive/management team?
- What resources might we leverage to help our leaders protect their health and become healthier?

Step 4: Supplying the Evidence

The fourth step in engaging our leadership in supporting wellness within our organization is to supply as much evidence about the success of worksite wellness programs as we can.

- What resources already exist to help us do this?
- Are there other companies within our industry that have built great wellness initiatives?
- Are there other companies within our community that have built wellness initiatives that would capture the attention of our leaders?
- How can this information be leveraged to our advantage?

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Step 5: Connecting the Dots

The fifth step in engaging our leadership is to help them better understand the specific steps to implementing a workplace wellness initiative.

- How can we leverage the information provided by the Wellness Alliance so that they understand the 7 Benchmarks of workplace wellness?
- Is there other information that already exists within our community that can help our leaders?

Step 6: Building Skills

The final step in capturing leadership support is helping our leaders build the skills necessary to effectively lead the company's wellness initiative.

- How can we help our leaders be more vocal when it comes to our wellness program?
- How can we help our leaders be more visible when it comes to our company's wellness program?

