



# Why and How to Rethink Employee Well-Being

STRATEGY BRIEF  
2024

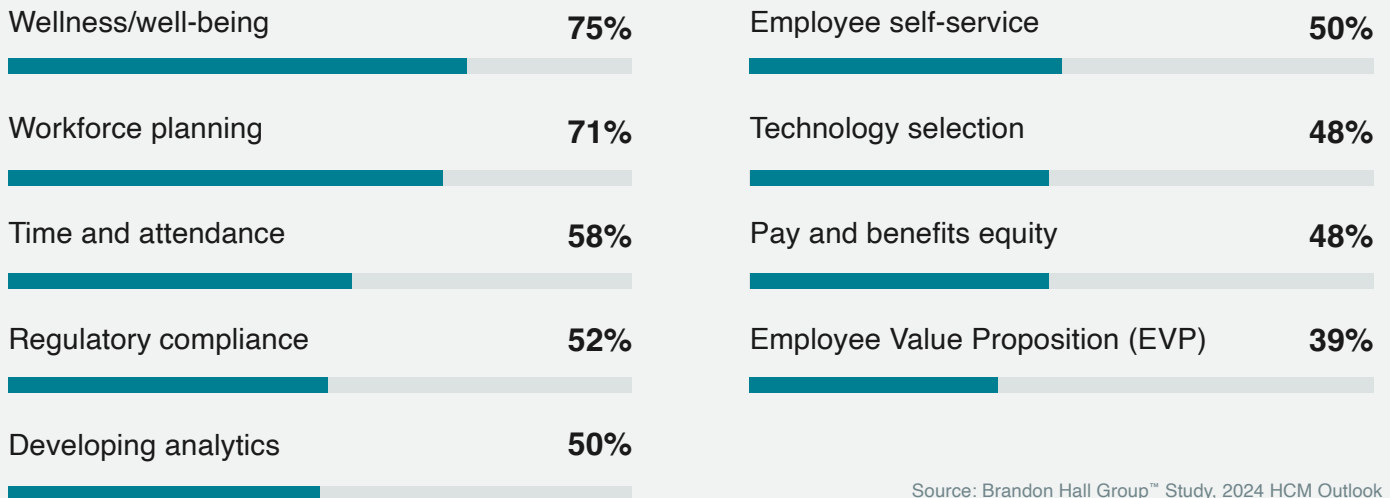
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## Current State

Employee wellness and well-being is taking on an increasingly important place in the Employee Value Proposition (EVP). Respondents to Brandon Hall Group™’s *HCM Outlook 2024* study overwhelmingly identified reinvesting in wellbeing as a top-three future of work initiative for their organizations.

### Areas Receiving Moderate or Heavy Investment (Time and Money) in 2024



Source: Brandon Hall Group™ Study, 2024 HCM Outlook

## Complications

Competing organizational priorities further complicate the focus on wellness when only 52% of respondents identified it as an important/critical people strategy. Well-being and wellness may be on the radar, but they are far from a clearly defined priority. When considering pressures like rising healthcare costs, the risk of increased absenteeism or reduced engagement and morale, the eventual difficulty in attracting and retaining talent becomes clear.

## Consequences

Employee wellness and well-being can easily become a lost issue in the sense that it is easy for organizations to lose sight of its importance and impact. There is the possibility of decreased productivity and profitability as a result. The negative impact on company culture and the resulting damage to the company's reputation makes ignoring or minimizing well-being not just a priority but an imperative.

## Critical Questions

**What actions should we take to develop and foster psychological safety and well-being for our workforce?**

**What is the return on investment (ROI) of taking those actions?**



## Brandon Hall Group™ POV

### Make Employee Well-Being a Priority

Wellness has become the “must-have” part of the employee value proposition. Given a growing focus on topics such as mental health and financial well-being, the expectation that employers will take an active role in supporting employees has only increased. For those organizations that truly endorse inclusion, sustainability and purpose, well-being efforts show a true commitment to those principles. Essentially, employers who want to retain their top talent will need to show a clear commitment to their employees' well-being

## Focus on What You Can Control

There are a variety of reasons employees might leave and not all of them are related to obvious external factors (although they certainly play a large part).

Companies must actively understand what employees want and need as well as what is driving any attrition and take consistent, continual and credible action to address the factors that are under their control.

### Employees Leave Your Organization for the Following Reasons

**58%**

Uncompetitive compensation

**51%**

Limited development opportunities

**51%**

Work/life balance

**47%**

Undervalued

**42%**

Stressful environment

Source: Brandon Hall Group™ Study, Creating an Employee-Centric Workplace

## Create Learning Support for Managers to Notice and Mitigate Employee Stress

The massive change in the workplace that began without warning and has resulted in ongoing change means that managers must cope with the same stress as other employees and more. How are they expected to manage their own stress levels, and recognize and support employees (including those they might not see on a daily basis) who may have unmanageable stress levels? If your organization lacks the training necessary to help managers learn these new skills, you must prioritize a solution.

## Authors and Contributors



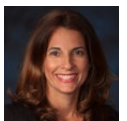
**Matt Pittman** ([matt.pittman@brandonhall.com](mailto:matt.pittman@brandonhall.com)) wrote this report. Matt brings nearly 30 years of experience developing people and teams in a variety of settings and organizations. As an HR Practitioner, he has sat in nearly every HR seat. A significant part of those roles involved building out functions in organizations and driving large-scale change efforts. As a Principal Analyst at Brandon Hall Group™, Matt leverages this in-depth experience and expertise to provide clients and providers with breakthrough insights and ideas to drive their business forward.



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**Pat Fitzgerald** ([patrick.fitzgerald@brandonhall.com](mailto:patrick.fitzgerald@brandonhall.com)) edited this report. Pat is Content and Community Coordinator. Prior to joining Brandon Hall Group™, he was an award-winning community journalist for 30 years and recognized for his writing, investigative reporting, editing, photography, design and community service. He also started and then sold his own successful weekly newspaper in the Branson, Mo., area.

# About Brandon Hall Group™

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SOME WAYS  
WE CAN HELP

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