

# Workshop: **Building a Culture of Appreciation Through a Holistic Wellbeing Strategy**



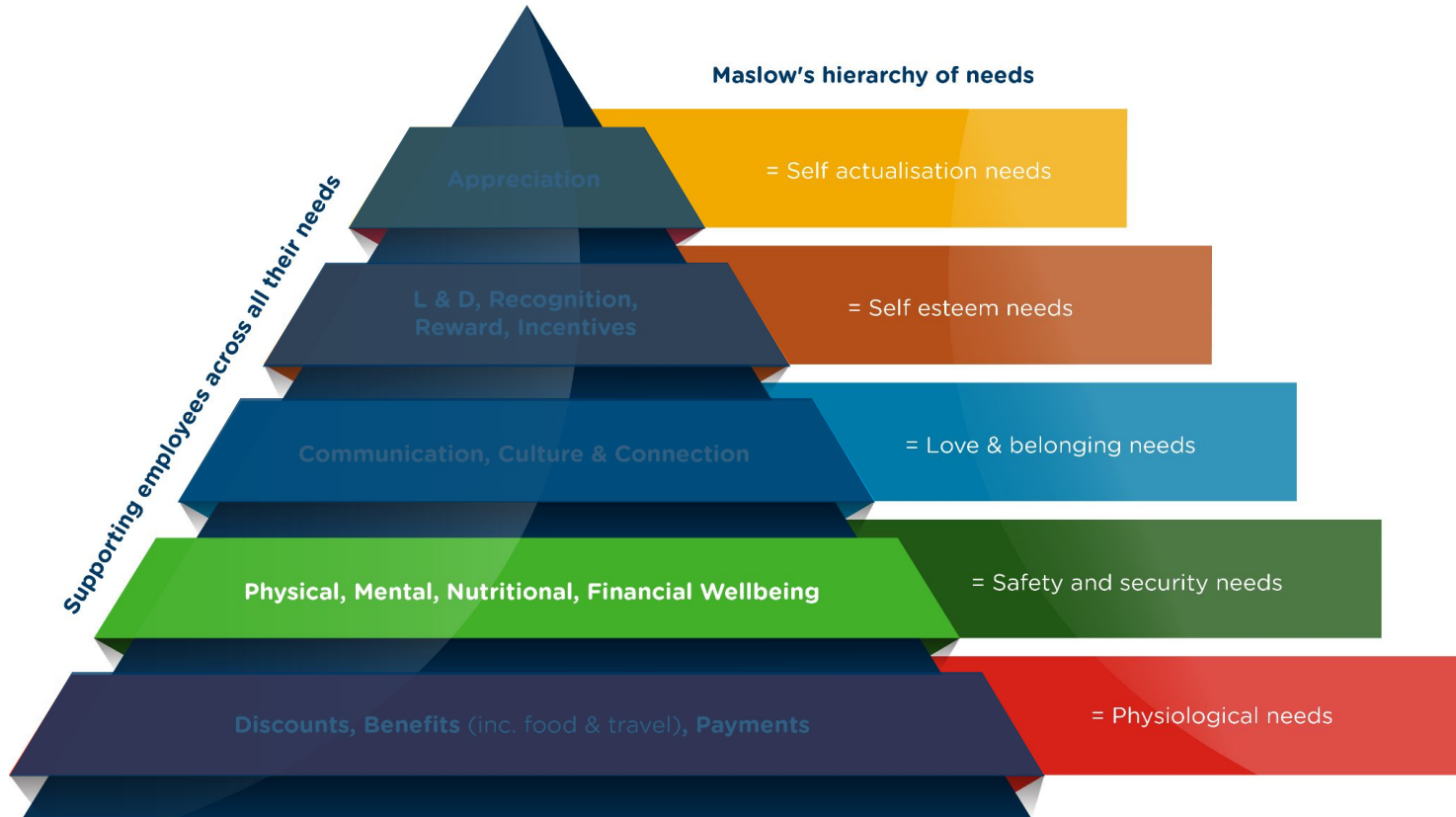
**Christina Kelly**  
Reward Manager



**Chris Britton**  
People Experience Director

[slido.com #RGERLive](https://slido.com/#RGERLive)

# Supporting wellbeing across the employee experience



# On Today's Agenda

01

The state of wellbeing

02

The role of appreciation

03

How to launch a holistic wellbeing strategy



How would you  
rate your wellbeing  
strategy?

# What do we mean by 'holistic wellbeing'?

An environment that actively promotes contentment

**Wholebeing**  
supporting the whole person,  
every aspect of them

Driver of employee satisfaction and happiness

Promoting psychological safety

Output of workplace culture

A Buzzword

# 1. The state of wellbeing



35%

of UK employees  
say their wellbeing  
has decreased in  
the last two years

4/10

UK employees say  
that workplace  
concerns have  
impacted their  
wellbeing

Source: Reward Gateway | The HR Priority Report, 2024

# The Priority Gap

We asked: Have these aspects of wellbeing increased in priority over the last two years?

	All employees	HR managers	C-Suite (Non-HR)
Financial wellbeing	60%	55%	47%
Mental wellbeing	53%	60%	37%
Physical wellbeing	29%	36%	35%

Who we asked?

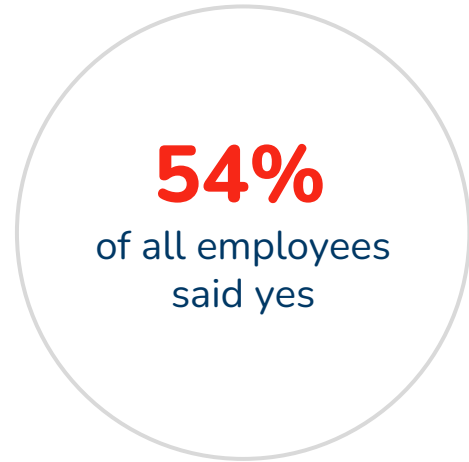
2,026 employees, 1,001 HR managers, 81 C-Suite executives

Source: Reward Gateway | The HR Priority Report, 2024



# The Priority Gap

We asked: Is your wellbeing supported within your organisation?



**Who we asked?**

**2,026** employees, **1,001** HR managers, **81** C-Suite executives

Source: Reward Gateway | The HR Priority Report, 2024

# Our people have a need to connect

**2 in 3**

UK employees don't  
feel a sense of  
connection or  
belonging at work

The Workplace Connection Report,  
Reward Gateway | Edenred, 2024

**1 in 4**

frequently  
experience  
loneliness at work

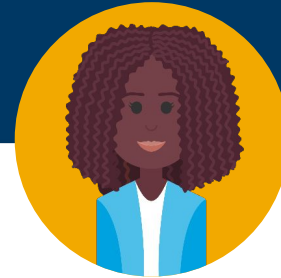
The Workplace Connection Report,  
Reward Gateway | Edenred, 2024

# Social Wellbeing is the future



Gen Z are driving the trend of 'climate quitting' and ESG strategies are influencing employment choice

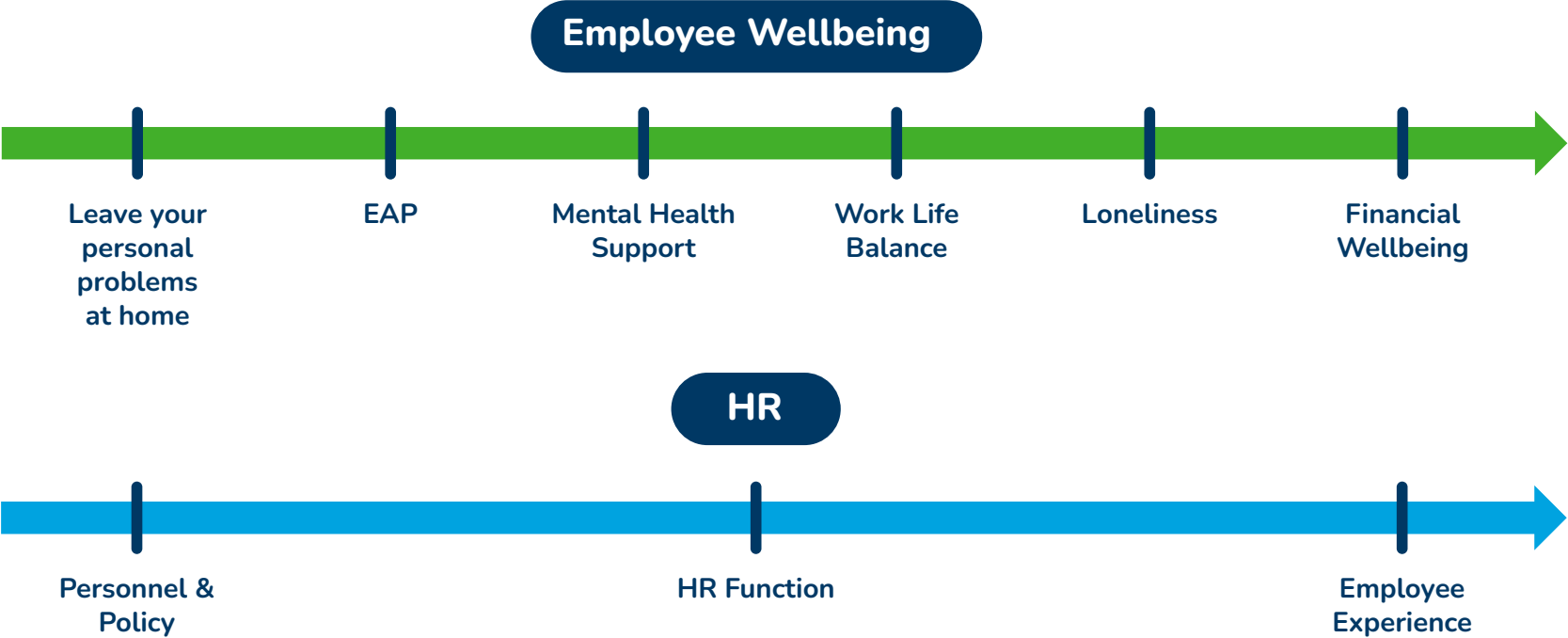
KPMG, 2023



54% of millennials say they research a brand's environmental impact and policies before accepting a job offer

Deloitte, 2023

# Evolution of Wellbeing and HR



Source: Reward Gateway | The HR Priority Report, 2024

## 2. The role of wellbeing in appreciation



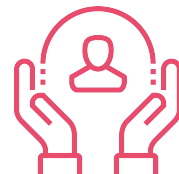


# Harness the power of appreciation to support employees holistically



**65%**

of employees who frequently feel appreciated at work reported their **mental wellbeing had improved** in the last two years



**63%**

of employees who never feel appreciated at work reported their **mental wellbeing had declined** in the last two years

# 3. Actionable strategies





# How we can support a culture of wellbeing through benefits

## Financial

**nudge**

- Wellbeing Allowance
- Financial education (Nudge)
- Salary Sacrifice / Salary Deduction

## Mental

**Unmind**

- New Wellbeing Centre
- Mental health self-help resources (Unmind)
- Counselling and therapy
- Wellbeing+

## Physical

**epasssi**

- Gymflex (Epassi)
- Cycle to Work
- Virtual GP/Prescription services
- Healthcare Cash Plan

# How to champion social wellbeing

Define your social  
value

Create a safe space

Put connection on  
the agenda

Ensure benefits and  
support aligns with  
your DE&I

Commit to your CSR  
initiatives

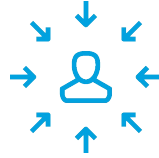
Listen to your  
employees

# How we can support a culture of wellbeing through benefits

## Appreciation



Flexibility



Accessible for  
anyone, from  
anywhere



Ever-evolving

# Our Innovation in Wellbeing

Coming soon



Launch of  
new  
**Wellbeing  
Centre**



Global rollout  
of **Wellbeing+**



Global  
**partnerships**  
with Nudge  
and Unmind

# New and improved Wellbeing Centre

Wellbeing Centre navigation and featured content:

- Featured
- Workouts
- Mind
- Recipes
- Sleep

Filters: 5 min, Audio, Mental Health, 10 min, Videos, Stress & Anxiety, Meditations, Positivity & Gratitude, 20+ min, 15 min, Video

Featured items:

- Calm yourself (Audio)
- Self enquiry (Audio)
- Confront (Audio)
- What is anxiety? (Video) - 5 min, Stress & Anxiety

Dr. Ying Wang received her medical degree from the University of Michigan and completed residency training at Harvard Medical School, where she served as a resident. She is a psychiatrist, psychotherapist, and owner of Bucks Psychiatry PLLC.

More featured items:

- Body scan meditation (Audio)
- Start the day with focus (Audio)
- Quick breathwork for stress (Audio)

Wellbeing Centre mobile app interface:

Wellbeing Centre

Navigation: Featured, Workouts, Mind, **Recipes**, Sleep, Saved

Recipe filters: Desserts, Sides, Lunch, Dinner, Vegan, Quick bites, Vegetarian, Breakfast, Entrees, Soups, Salads, Starters

Recipe grid:

- Cinnamon roasted pears
- Leftover roast chicken salad
- Sweet and salty seaweed popcorn
- Goat cheese & broccoli frittata (Breakfast, Vegetarian) - An easy omelette style dish ready in no time. Healthy broccoli, goat cheese and tomatoes add delicious flavor and texture.
- Red cabbage and sweet potato salad
- Sausage and mushroom pasta
- Eggplant, harissa & garlic yogurt

Wellbeing Centre desktop interface:

Workouts, Mind, **Recipes**, Sleep, Saved

Filters: 15 min, 20+ min, Stories, Soundscapes, 20 min, Audio, Mental Health

Featured items:

- Underwater tranquility (Audio)
- A flowing stream (Audio)
- Exploring Venice (Stories) - Join Jamie Clements for this 24-minute sleep story. Explore the magical city of Venice as you drift off to sleep.
- Cracking fireplace (Audio)
- A calming rainy day (Audio)

# New partnerships with Nudge and Unmind

I've been able to access tips and tricks for quick financial wins. Who knew you could have so many subscriptions?!

Nudge is helping me improve my future planning and dream of buying a home.

I've got much better awareness of finances now.

**nudge**

The mood tracker has helped during times of stress.

Having a impartial coach I could book quickly has strengthened my resilience.

The support has gone beyond me and also supported my family.

The videos and shorts have become part of my daily routines.

**Unmind**

# What is Wellbeing+?

Monthly Step Goals

Group Challenges

Wellbeing  
Calendar

Team  
Challenges

Fundraising challenges

Earn Points (for  
rewards)

Announcements

Habits

Social (chat /  
friends)

Benefits Promotion

And many more....

# Wellbeing+



**Wellbeing+** Dashboard

Logged Activities Announcements Chat Friends

### YOUR ACTIVITY

WEDNESDAY, MAR 4, 2020

5,784 Steps 2.7 Miles 43 Minutes

### MONTHLY STEP GOAL

JULY 2023

140,385 out of 300,000 steps

48%

Daily avg: 8,345 Daily goal: 10,000

JULY 2023

Mon	Tue	Wed	Thu	Fri
31	30	1	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24

### Virtual Race Exploration Extravaganza

Ended Jul 31 Jul 1-Jul 31

12,490 participants

Challenge activity total: 9,723,210 Steps 9,908 Miles

### Leaderboard Lovers

Goal: Be the individual with the most steps by challenge end.

Search participants

12,490 participants

Total steps

Rank	Participant	Steps
1	PepinMyStep All around the world	502,194
2	redswaterguy33 Orlando	500,392
3	ElephantMan12 Africa	499,985
42	peppermintopper Chicago	265,689



# Wellbeing+

Fun, easy to use  
activity challenges  
to connect employees  
and boost morale





## USER ACTIVITY

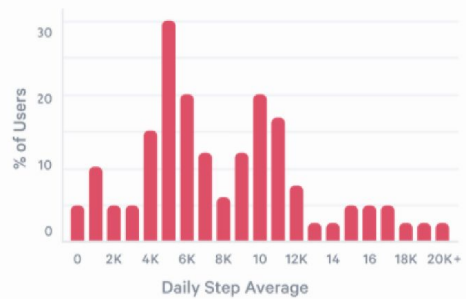
[View All Users >](#)

### Activity Distribution

BASED ON YOUR USERS' DAILY AVG DURING THE SPECIFIED TIMEFRAME. DATA ONLY INCLUDES USERS WHO HAVE SYNCED IN THE PAST 30 DAYS.

DISPLAY BY: **Year** Quarter Month

< 2023

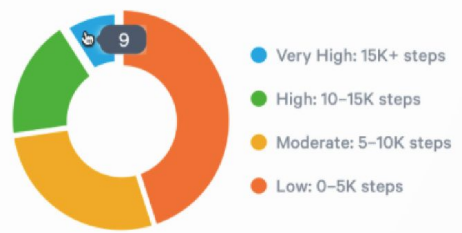


### Step Ranges

BASED ON YOUR USERS' DAILY AVG DURING THE SPECIFIED TIMEFRAME. DATA ONLY INCLUDES USERS WHO HAVE SYNCED IN THE PAST 30 DAYS.

DISPLAY BY: **Year** Quarter Month

< 2023



# Wellbeing+



- Ties into social wellbeing
- Raising money for charities
- Connection + Belonging
- Meeting the needs of lots of people, with something for everyone - thoughtful about your solutions



# How Notting Hill Boosted Wellbeing through Benefits

Achieved a Wellbeing Score of 80%

Employee Turnover below industry average

Saved £36,000 in Employee Discounts

Platform engagement soared from 13% to 80%

# How do we connect a culture of wellbeing to the wider organisation?

1



Outline your  
People  
Strategy

2



Connect it to  
your Benefits  
& DEIB  
Strategies

3



Elect and  
Promote  
Wellbeing  
Champions

4



Measure,  
track,  
evaluate,  
repeat.

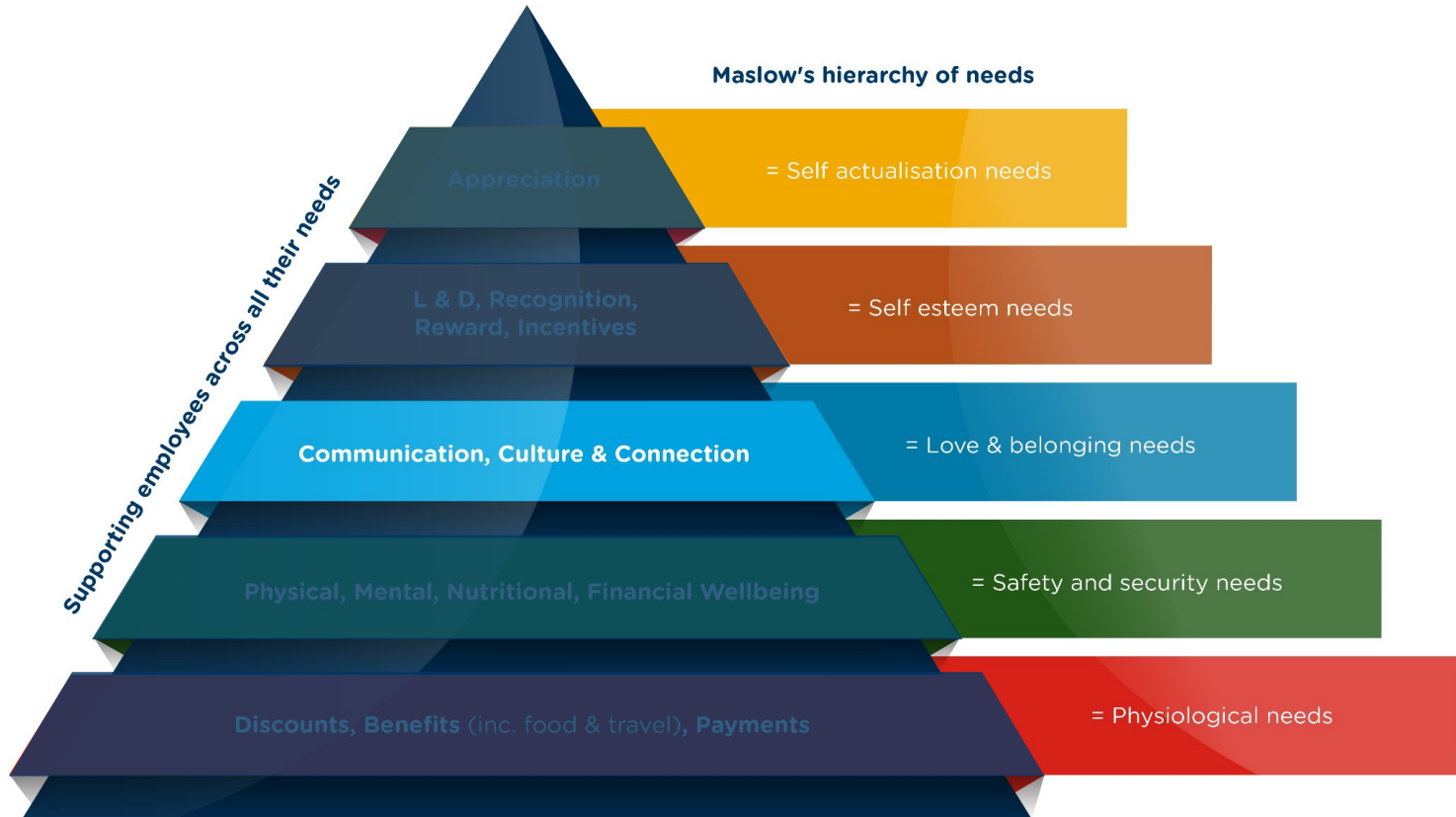
5



Bring  
everyone  
along for the  
journey



# Supporting wellbeing across the employee experience



# Panel: **Boosting Self-Esteem Through Recognition and Learning Opportunities**



**Emma De Maudave**

Client Success Manager  
Reward Gateway | Edenred



**Devi Patel**

People Development and  
Engagement Manager  
The Instant Group



**Alicia Ledger**

Reward Analyst  
New Look

[#RGERLive](https://slido.com)



RGER  
London



# Time for a break!

The next session will start  
here at 14:25pm





# RGER London

 **LIVE**

[Slido.com](https://www.slido.com) **#RGERLive**

What does  
Appreciation  
mean to you?





# Reaching the “Apex” of Appreciation



## Nebel Crowhurst

Chief People Officer & Chief  
Appreciation Officer  
Reward Gateway | Edenred

[#RGERLive](https://slido.com)

**Supporting diverse needs** across your workforce



**Elevating self-esteem** through recognition and learning opportunities



## What we've covered today

**Making new connections** and fostering a culture of belonging



**Building a culture of appreciation** through a holistic wellbeing strategy



A close-up photograph of a person's face, looking directly at the camera. The image is heavily stylized with a dark blue background and numerous out-of-focus, colorful bokeh lights in shades of yellow, red, and cyan. The text "Why is Appreciation so important?" is overlaid in the center in a white, sans-serif font.

Why is Appreciation  
so important?



**78% of people who frequently feel appreciated at work are motivated**

...compared to only **37% of those who rarely/never feel appreciated.**

Reward Gateway | Edenred survey of 2,026 employees and 1,001 HR managers, Jan 2024





**81% of UK employees**  
**who rarely or never felt**  
**appreciated** considered  
leaving their company in the  
last 6 months

...compared to **only 40% of**  
**those who did feel**  
**appreciated.**

Reward Gateway | Edenred survey of 2,026  
employees and 1,001 HR managers, Jan 2024

A man and a woman are shown from the chest up, positioned on the left and right sides of the frame respectively. They are in a dark environment illuminated by a strong blue light. On their foreheads and cheeks, there are glowing, ethereal patterns that resemble butterfly wings or abstract light trails. The woman on the left has a small red dot on her nose. The man on the right is wearing a light blue polo shirt. The overall mood is mysterious and futuristic.

What is  
Appreciation?




**“The act of recognising  
or understanding that  
something or someone is  
valuable or important”**

*Cambridge Dictionary*




Wait...isn't Appreciation  
the same thing as  
Recognition?

# The power of the individual...

A hand in a blue and white plaid shirt is holding the top right corner of a white, rounded rectangular speech bubble. The bubble contains text about recognition.

People who are  
recognised are  
23% more effective  
and productive

A hand in a blue and white plaid shirt is holding the bottom right corner of a white, rounded rectangular speech bubble. The bubble contains text about appreciation and valuation.

But people who are appreciated  
and valued for themselves,  
are 43% more effective and  
perform better



## Recognition

Being grateful and showing gratitude for **what employees do**

Recognising the **value their activity brings**

*“Great job on how quickly you turned around that report, it’s a real gamechanger for the department.”*



## Appreciation

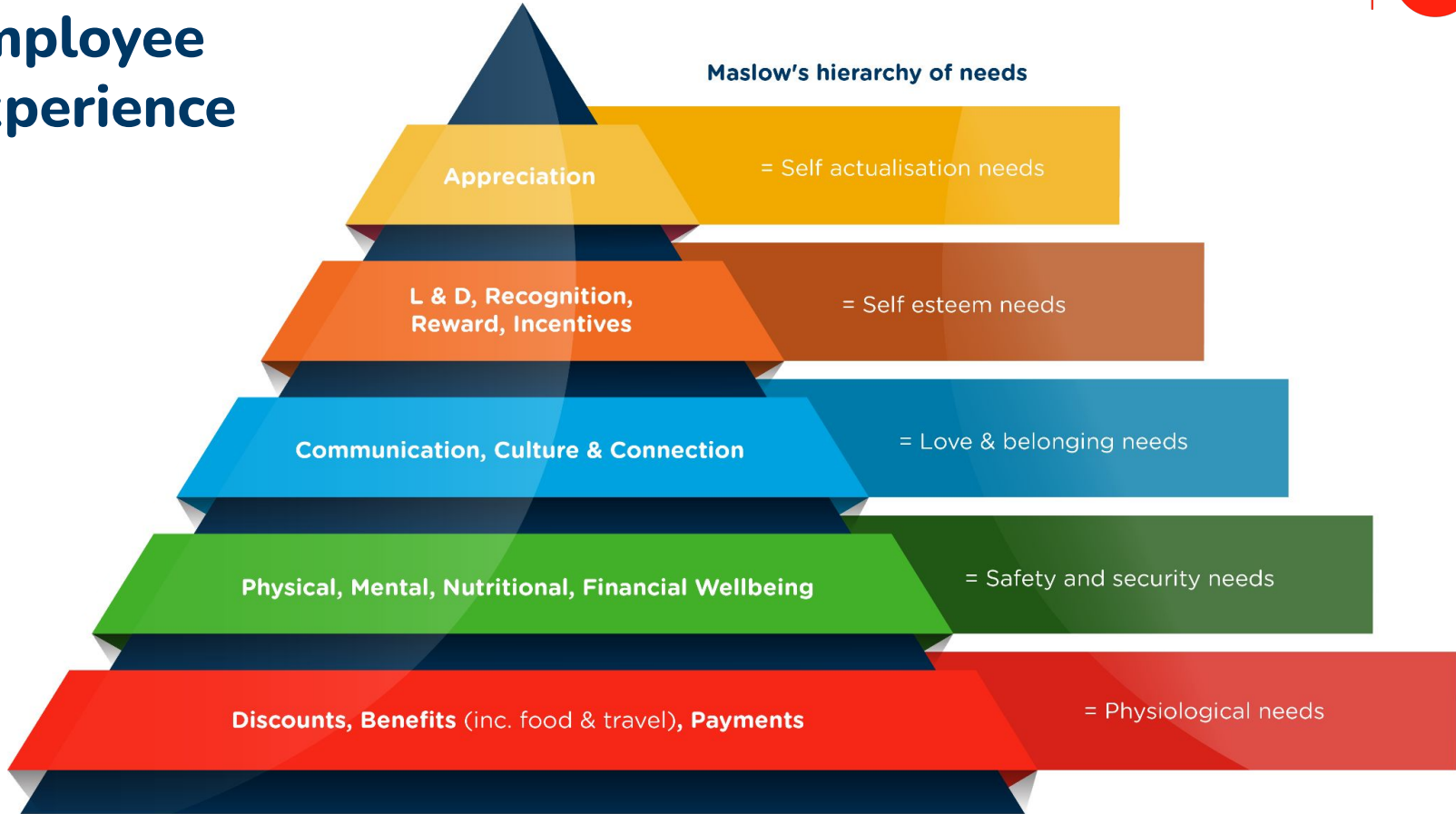
Being grateful and showing gratitude for **who employees are**

Recognising the value **they bring as an individual**

*“Thank you for the positive energy you bringing to meetings, your approach and expertise encourages people to share ideas.”*

# The Total Employee Experience

## Maslow's hierarchy of needs



# What is Appreciation?

I can be authentic

I am recognised

I feel I belong

I can ask for help

I am compensated fairly



# What is Appreciation?

“I love the flexibility to work in spaces that allow my ADHD-brain to focus”

“My manager provides me with personalised learning and development opportunities each quarter”

“When I need to adjust my schedule due to a sick child, my colleagues are understanding.”

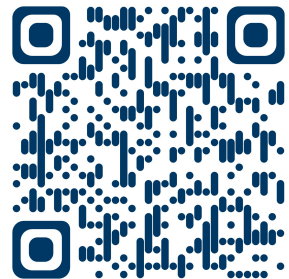
“My manager encourages us to take walks during breaks to reduce our stress”

“It means a lot that I’m able to share my company discounts benefit with my family”

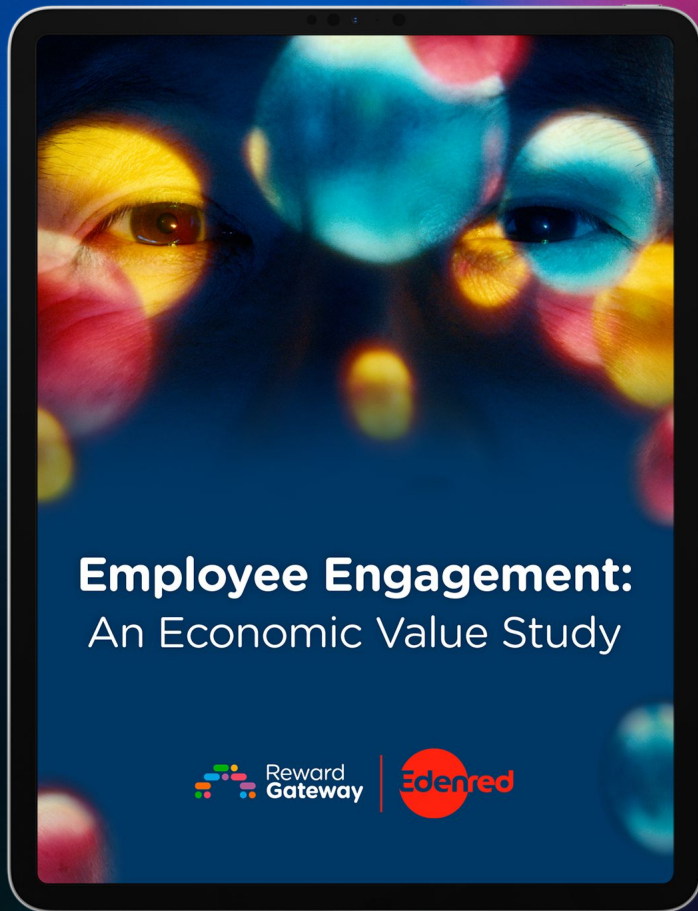


# Employee Engagement: An Economic Value Study

[rg.co/evs-report](https://rg.co/evs-report)

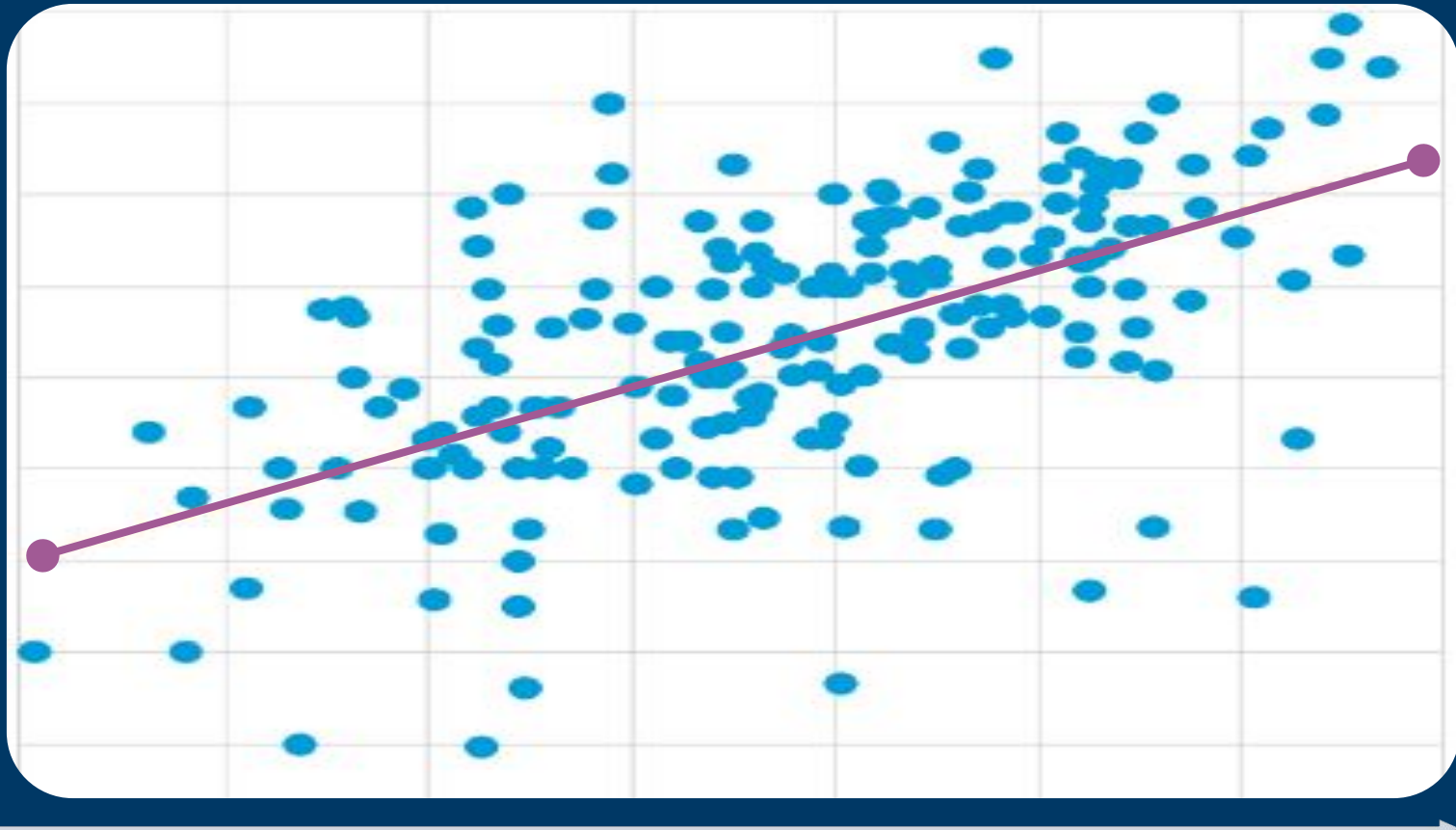


**Download  
the report!**



Business Performance

10  
9  
8  
7  
6  
5  
4  
3  
2  
1  
0



Employee Engagement

10

9

8

7

6

5

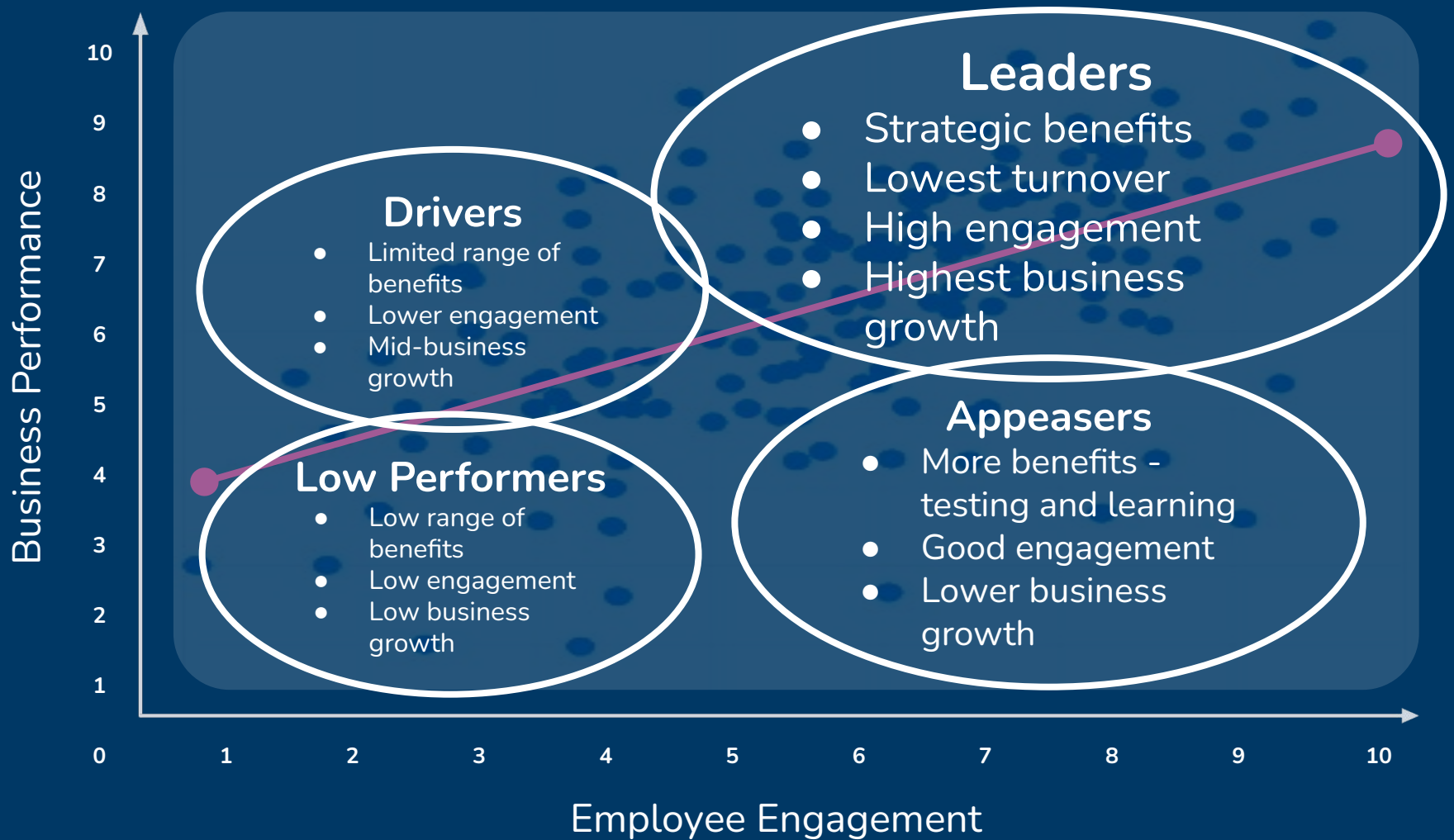
4

3

2

1

0



# Leaders

typically see a 5-7% higher  
business performance

A man and a woman are shown from the chest up, positioned on either side of the text. They are in a dark environment with a strong blue light source. On their foreheads, there are glowing, semi-transparent digital patterns that resemble data points or neural connections. The woman is on the left, looking slightly towards the camera with a neutral expression. The man is on the right, looking towards the left. The overall mood is futuristic and technological.

# New Insights: The Appreciation Index



We don't always get  
people's **REAL** answers  
when we ask questions.





**“What did you think about  
my session today?”**

*[Internal thoughts]*  
**“I thought you did  
really well!”**



Surveys don't always  
get people's **REAL**  
answers either.



**“Do you feel appreciated  
at work?”**

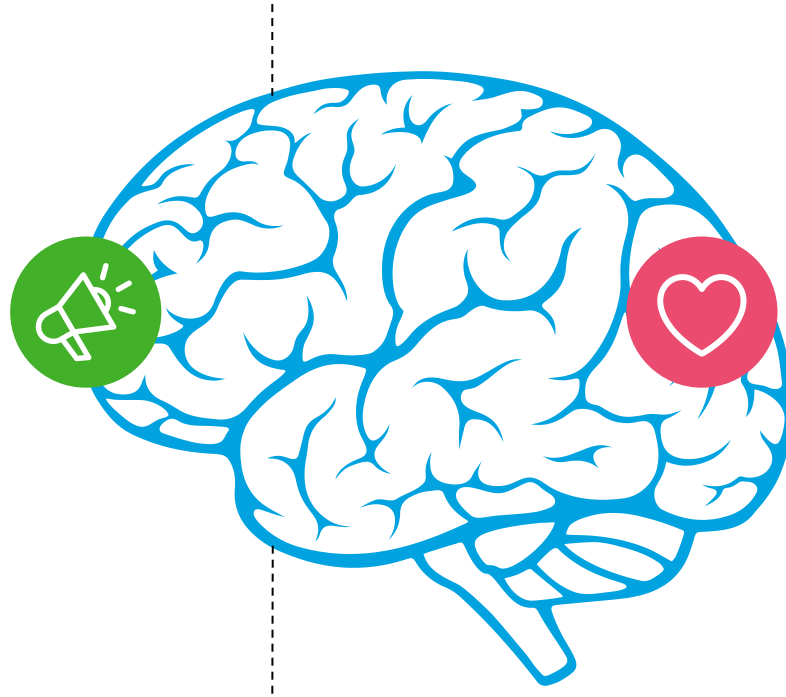
*[Fear about  
confidentiality...Frustration with  
a recent interaction...]*

**“Yes?”**



**“People don’t think how they feel. They don’t say what they think and they don’t do what they say.”** *David Ogilvy*

What people say



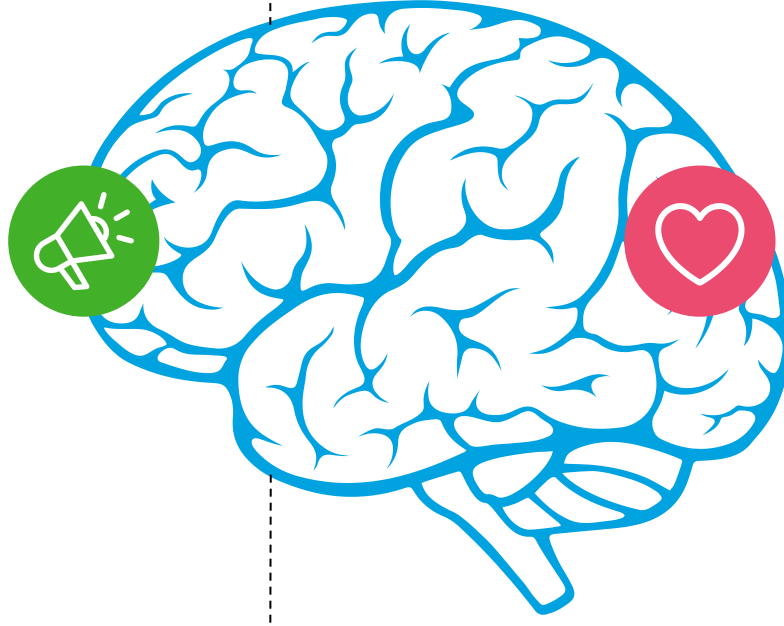
How people feel:  
95% of decisions  
originate here

We call this difference the ‘say-feel’ gap

# The Appreciation Index measures both

**What people say**

System 2 thinking



**How people feel**

System 1 thinking

# Traditional Research

Which is most appealing?

- Fork & Flame
- The Rustic Table
- Savory Street
- The Roaming Spoon

# Fast Response

Savory Street

Unappealing

Appealing

# The Appreciation Index combines traditional and fast response...

How appreciated do you currently feel at work?



I feel valued

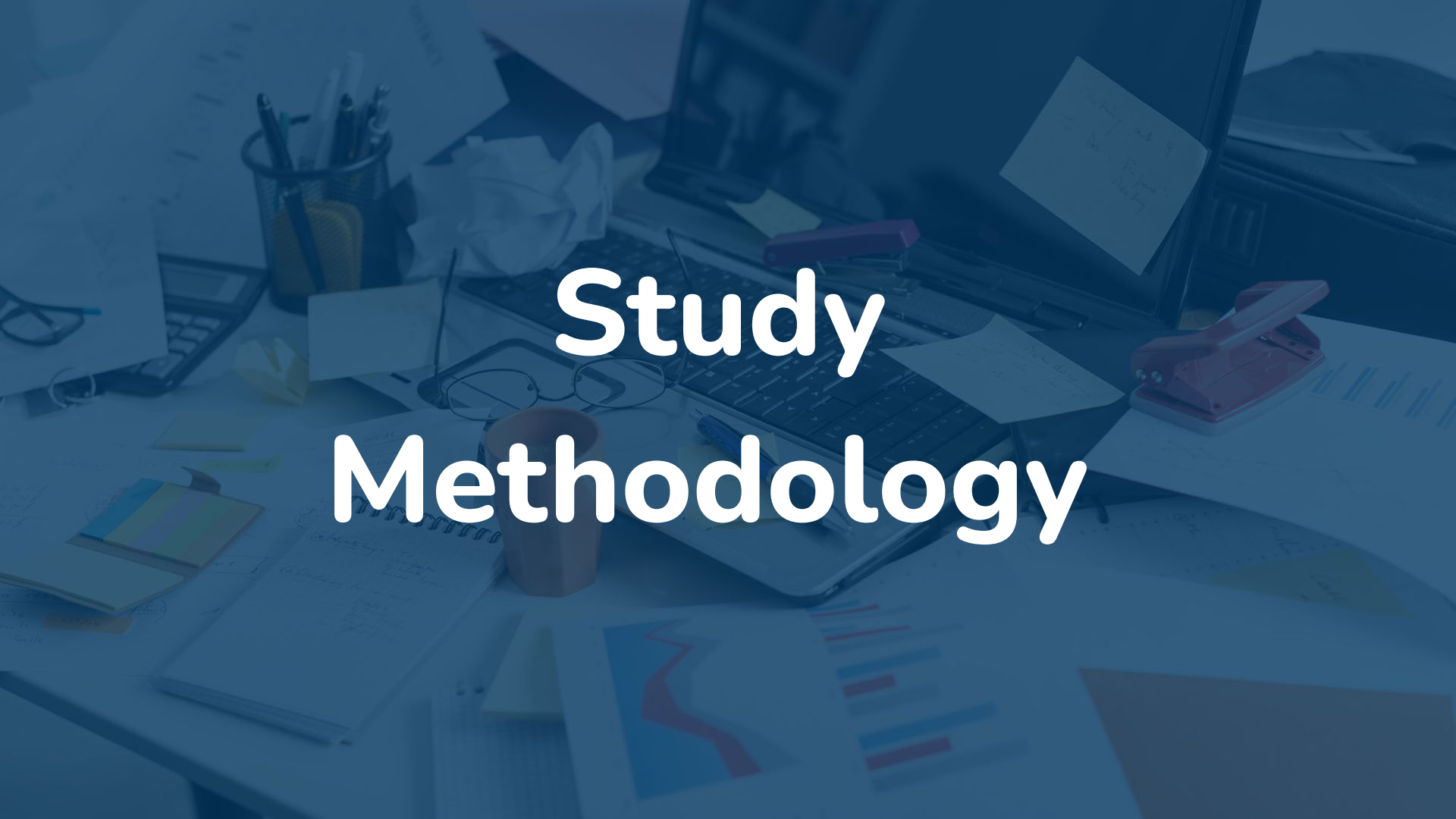
No

Yes

A man and a woman are shown from the chest up, positioned on either side of the text. The woman is on the left, and the man is on the right. They are both looking towards the camera with slight smiles. The background is a solid, deep blue. Overlaid on their faces are glowing, semi-transparent digital patterns in shades of cyan and blue, resembling data points or neural network connections. The overall aesthetic is futuristic and technological.

# Early Findings: The Appreciation Index





# Study Methodology



65

## Global Appreciation Index

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The UK workforce is statistically  
less appreciated than the US and Australia

61.8

# When I am appreciated, I...

Outcome of appreciation

Score

**Work harder**

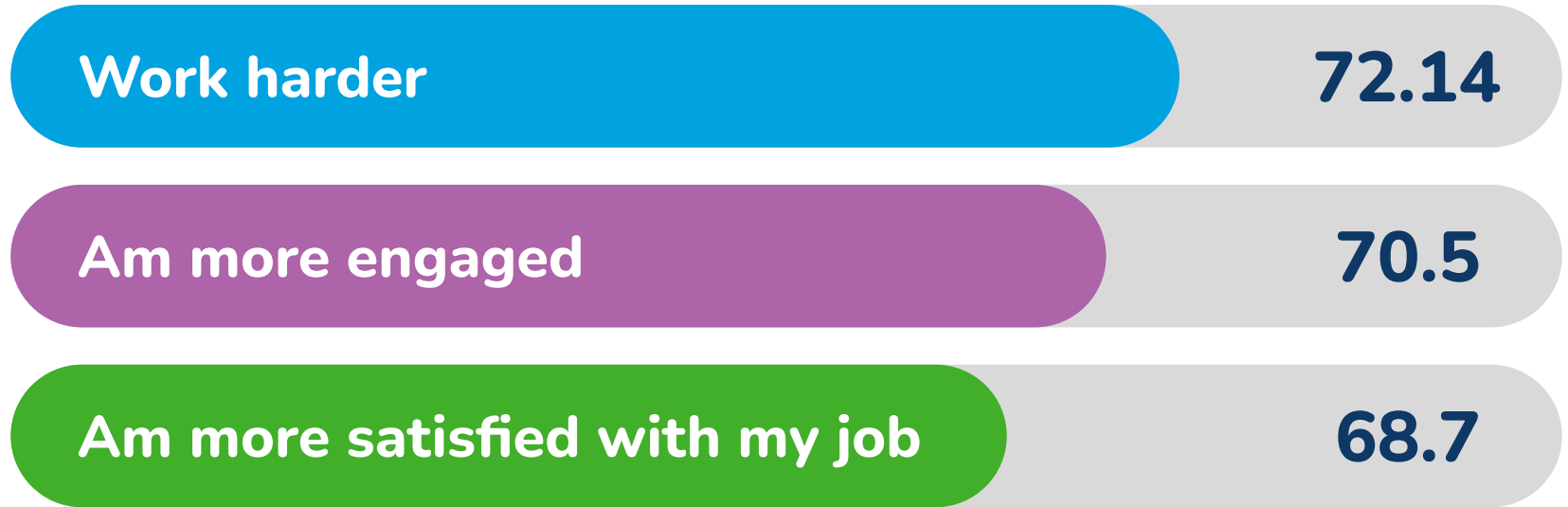
**72.14**

**Am more engaged**

**70.5**

**Am more satisfied with my job**

**68.7**



# Top Global Drivers of Appreciation



I am recognised by managers



My hard work is rewarded



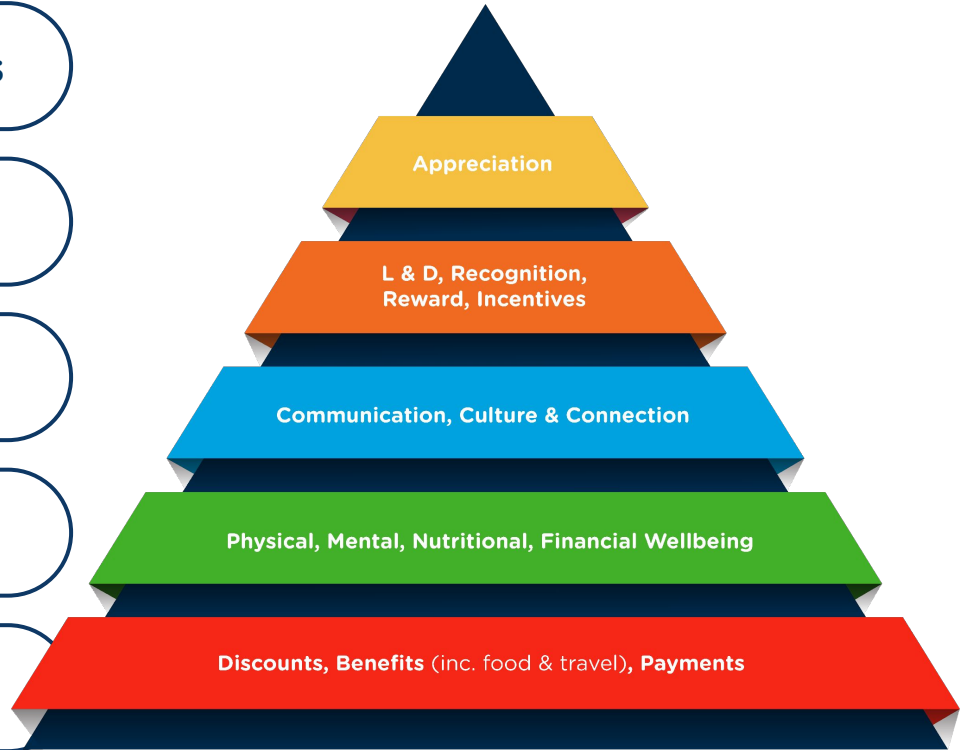
I feel I belong here



My managers support me



My organisation praises me



# Top Global Drivers of Appreciation



I am recognised by managers



My hard work is rewarded



I feel I belong here



My managers support me



My organisation praises me



# The Balance of Appreciation in the UK



I am recognised by managers



My hard work is rewarded



Men

Higher  
seniority

Mid-size companies

# The Balance of Appreciation in the UK



I feel I belong here



**Higher seniority**

**Neurotypical**

# The Balance of Appreciation in the UK





# The Balance of Appreciation in the UK



**My organisation praises me**



**Men**

**Higher seniority**

**Mid-sized companies**

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	<b>Less Appreciated</b>	<b>More Appreciated</b>
<b>Gender</b>	Women	Men
<b>Sector</b>	Hospitality/Tourism	Financial Services
<b>Seniority</b>	Entry/Mid	Executive
<b>Age</b>	36-65	18-35
<b>Org. Size</b>	>2,500	1-499
<b>Control over work</b>	Almost never	Always

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## You'll discover:

- The results of our 2024 instant response study of appreciation from 1,000 UK employees
- Which demographics suffer the most from a lack of appreciation
- The key drivers that support a feeling of appreciation
- The impact of appreciation on employees and organisations

## The Appreciation Index

Making the invisible visible to strengthen  
culture and drive performance





# The Appreciation Index report is our gift to you.

Arriving this November to your inbox.





RGER  
London

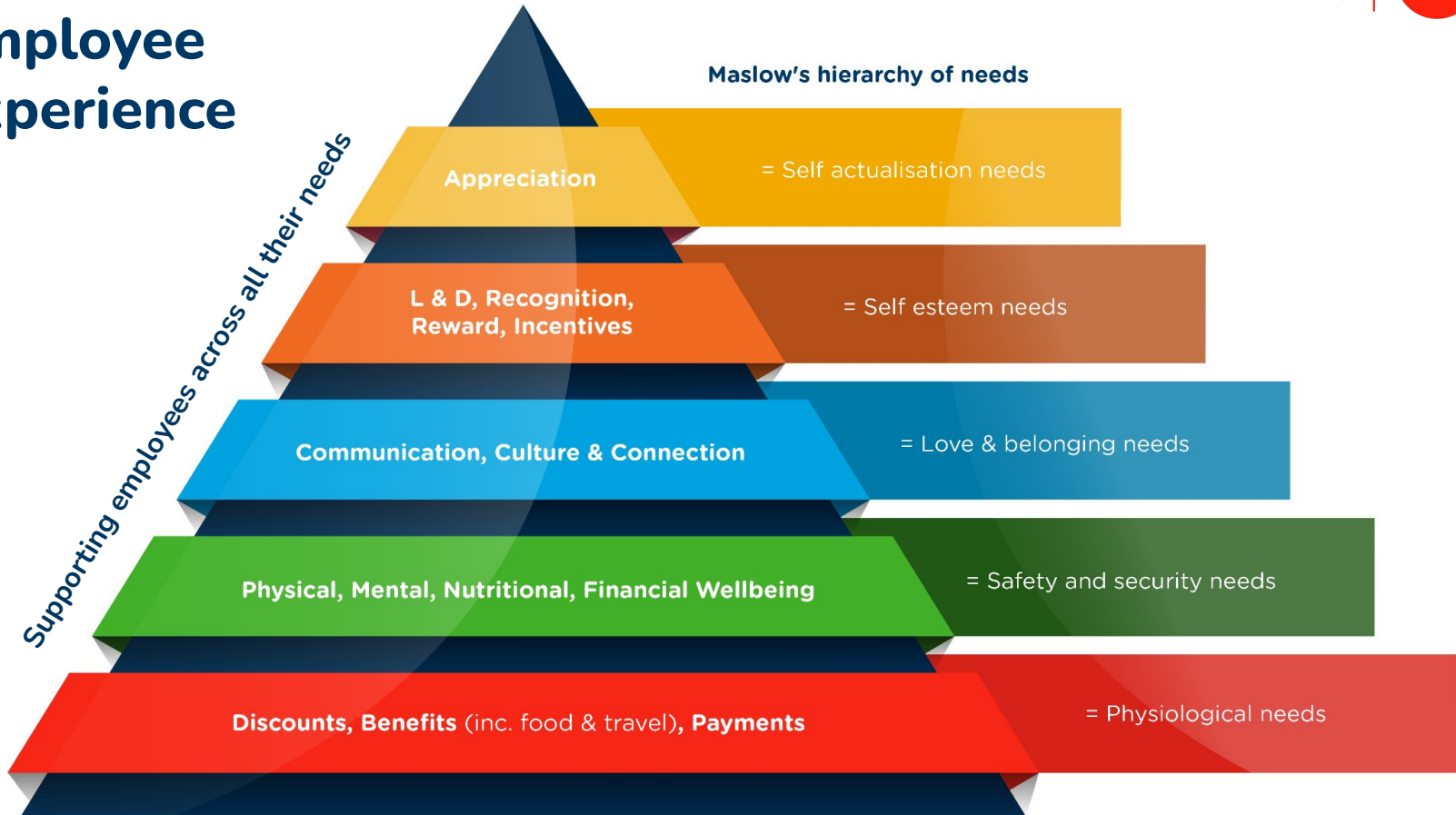
▶ LIVE

Q&A



[slido.com](https://slido.com)  
[#RGERLive](https://twitter.com/RGERLive)

# The Total Employee Experience



# Social Competition

Share your **#RGERLive** experience on LinkedIn for a chance to **WIN a £100 Amazon voucher!**



Tag

**@RewardGateway**  
and add **#RGERLive**  
for a chance to win



**Hannah Power**

Account Manager  
Reward Gateway | Edenred





T H A N K

Y O U

# Today's Objectives

Equipping you with actionable takeaways

Inspiring confidence and ideas to make a difference

Making new connections within this community

Reaching the Apex of Appreciation together





# RGER London



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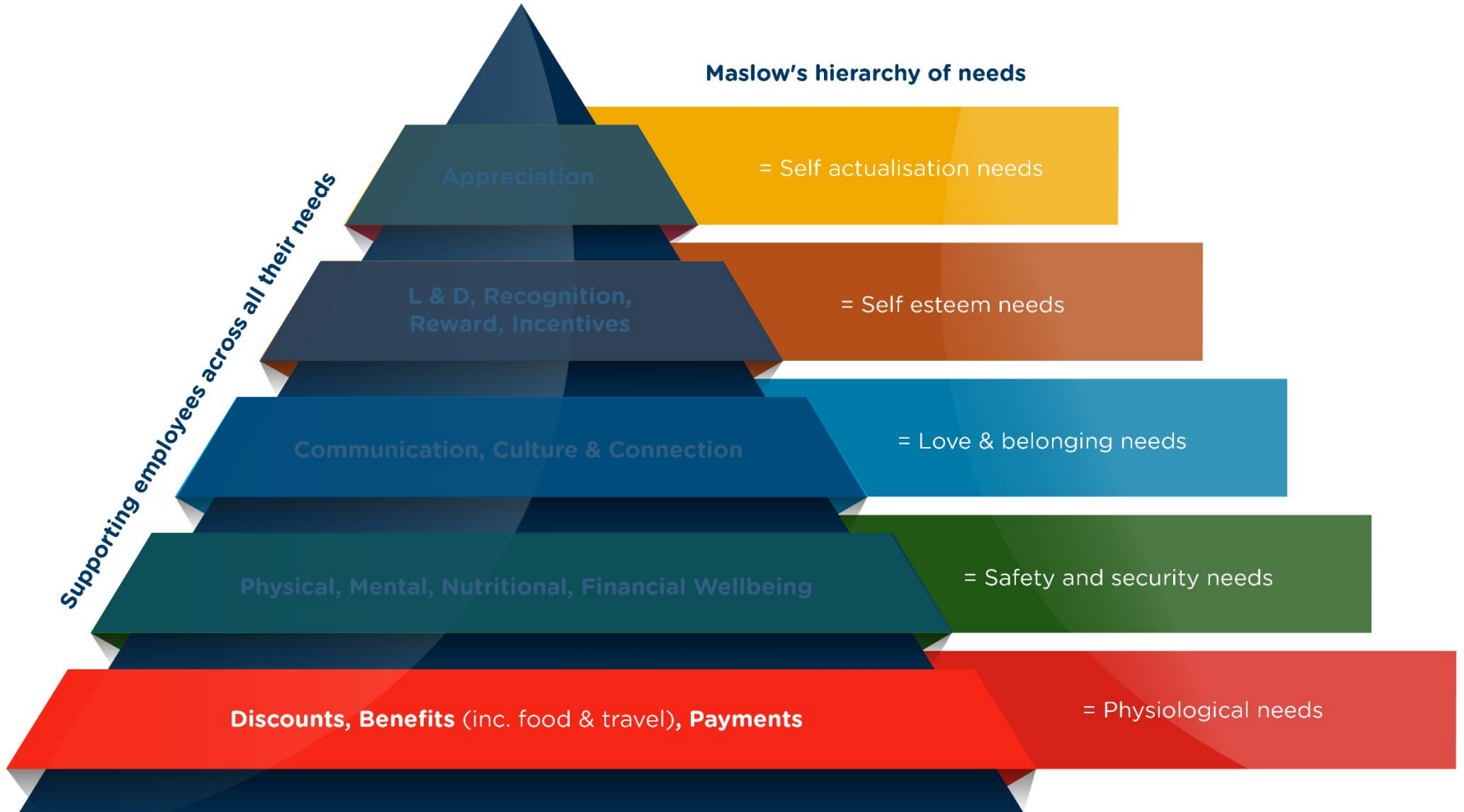
# Extra Slides

(pyramid builds)

## Maslow's hierarchy of needs



## Maslow's hierarchy of needs



## Maslow's hierarchy of needs



## Maslow's hierarchy of needs





## Maslow's hierarchy of needs



## Maslow's hierarchy of needs

