



Development Cycle Step: Buy In XYZ Inc. Values and Benefits

Introduction

The purpose of the Values and Benefits exercise is to identify the Values and Benefits of the Wellness Program in relation to the organization's business priorities. These will be used throughout the program in communications to reinforce to employees how the wellness program links to the overall business goals.

John Zee, XYZ Wellness Sponsor and Donna Yee, Wellness Champion conducted the facilitated Values and Benefits Exercise with the XYZ Wellness Committee using the Values and Benefits Statements as a guide. The exercise guided them to the top three Values and Benefits listed below. They entered these into the Buy In Section of their Worksite Wellness Action Plan.

Values and Benefits

1. Improved teamwork and collaboration.
2. Safer, healthier and more productive employees.
3. Retention and recruitment tool.