



YOUR GUIDE TO



EMPLOYEE HEALTH AND WELLNESS 2023

Created by cult.fit





INTRODUCTION

India now has a 200 million strong; corporate workforce, which means our country has the most subscribers to the "corporate lifestyle". Though this comes with advantages like income stability, regular work, and learning

opportunities, this lifestyle also has its fair share of issues - stress, anxiety, blood pressure, and issues ranging from posture to weight management.



84% of the polled employees reported frequent bouts of **stress** and **anxiety**.



At least **63%** suffer from **weight** issues, leading to **high blood pressure**, **diabetes**, **orthopaedic** issues.



64% of Indians do not exercise regularly.



75% of corporates aim to have an organisation-**wide health strategy** and **action plan**.



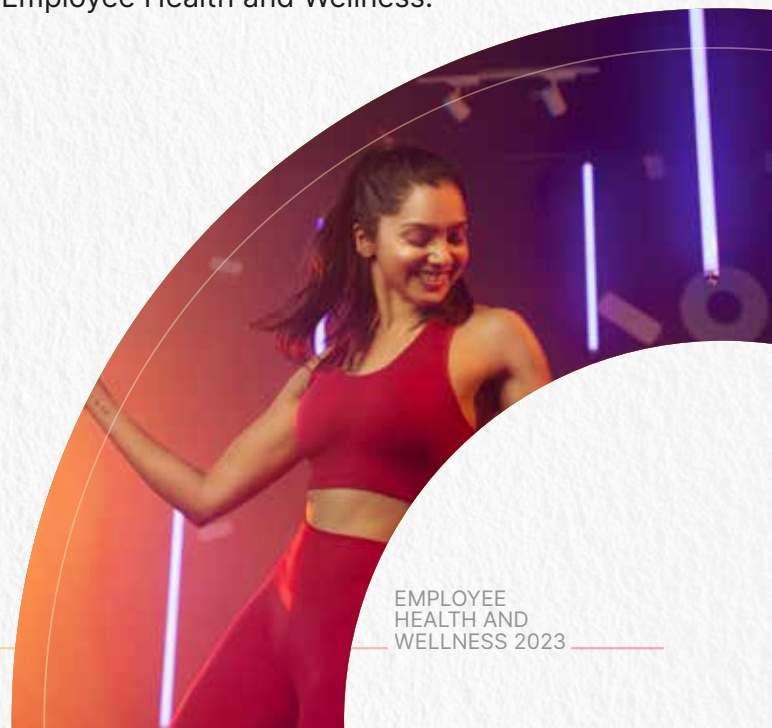
0.22% hit gyms or fitness centers regularly vs **22%** in Nordic countries

Although Corporate India may have been facing its share of issues, as shown above, we have noticed a significant shift in the number of people practising and pursuing an active lifestyle. We have started spending more time with our families and giving our lives a new structure, focusing more on their health and wellness. Physical health, mental health, and nutrition have become a priority, with exercise and meditation appearing on many more To-do lists.

Despite the rising awareness driven by experts, influencers and media, prioritising health and

wellness is a struggle for most people and a blind spot for many organisations.

Keeping these problems in mind, we have created a simple yet comprehensive guide for Employee Health and Wellness.



WHY ARE WE MAKING THIS?

Most of us spend more time working than any other activity on an average weekday; this time division makes our workplace a large aggregator of time and energy.

HR leaders are in a position to bring a massive change in the way our society perceives health and wellness. They can guide the workforce towards higher productivity and make better lifestyle choices, contributing to their happiness and sense of accomplishment.

We aim to spread awareness about creating a healthy lifestyle for everyone and motivate people to work towards well-being. The company culture and the derived corporate lifestyle must encompass well-being as an essential practice.

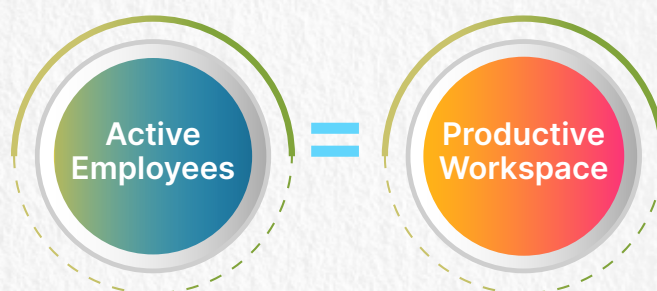
"Conducting regular sessions with employees to discuss their health needs and addressing issues by giving sufficient time off, enabling therapy and consultation when needed is the baseline for a wellness culture."

Naresh Krishnaswamy

Head of Fitness Services
cure.fit



THE PHILOSOPHY BEHIND EHW



This should be the philosophy behind any Employee Health and Wellness program.

An employee's health and wellness is crucial for the individual and the organisation. Making fitness a priority for employees can help organisations create a happier, healthier, and more efficient workplace, leading to a wholesome culture and enhancing growth, productivity and coherence.

To dive deeper into this and provide the best possible data, we have collaborated with HRs and explored multiple proven methods to improve employee health and wellness.

Our employees' mental and physical wellness is key, considering the variety of benefits, programs and its presence across the country, and excellent support on campus engagement sessions which made us partner with cult.fit.

- TATA Elxsi

DO EMPLOYEES NEED AN **EHW** PROGRAM?

To better understand the health and wellness situation of the Indian workforce, we conducted a survey.

In our survey, we found that organisations are actively looking to offer a holistic employee health and wellness solution for their employees for various reasons.



27% of organisations using a health & wellness program for 6-12 months have 'health & well-being' as their primary area of focus in their benefits strategy. That is a significant jump from where we were ten years ago.

27%



62% of HR leaders say that physical fitness and mental wellness are vital aspects of employee wellness and act as a great feature to kickstart an employee's wellness journey.

62%



31% of HRs believe that health and wellness management is the top avenue of engaging employees and reducing costs.

31%



WHY DO YOU NEED AN EHW PROGRAM?

A fit, healthy, and active employee brings much more than a healthy lunch. They carry a higher level of enthusiasm and motivation, which increases their productivity and enables them

to grow faster. Apart from promoting personal growth, this program also benefits the organisation significantly.



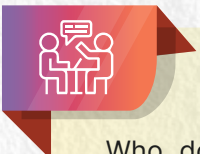
Greater Employee Potential

Helping employees build better habits around fitness and wellness solves a fundamental problem where organisations usually spend most of their time and energy. Employees who exercise regularly are likely to bring higher energy to the workplace, positively impacting an organisation's overall culture.



Higher productivity

A healthy body results in a healthier mental state - leading to higher efficiency. Efficient employees work more, leading to faster organisational growth and higher profit.



Differentiation from competitive recruiters

Who doesn't like a company which cares about its employees? Investing in the well-being of employees gives corporates leverage, which will be harder to replicate. And even if they can replicate, people don't like breaking streaks. A comprehensive EHW program creates more loyal employees and brings a higher level of commitment to the hearts of your employees.



Team building & Employee engagement

The best part about a wellness program is that it's so much fun! It can be a refreshing activity for all teams in your office and those working remotely. With wellness programs, employees get the chance to engage in health and wellness together, and it helps them build a community that cultivates team spirit.



CREATING AN EHW PROGRAM FOR YOUR ORGANIZATION




HOW TO CREATE AN EHW PROGRAM?

When looking to implement an Employee Health and Wellness program, many questions can pop up. Where to start, what to look for, and what to provide. To help you find what's best for your organisation, we have prepared a small step-by-step guide that can make the process much more straightforward.




A THOUGHT



Rajesh is an IT graduate fresher starting in your organisation. If this were 2015, Rajesh's lifestyle would include taking public transport, walking to the supermarket, walking to a place of entertainment, etc. Now, he can hail a cab to most locations, get food delivered, and get groceries delivered in 10 mins. He would much rather play an RPG game on his phone.

Sangeeta has been working in a large bank for the past ten years. When she started in 2012, she used to go out with her friends, meet her boyfriend, and visit her parents over the weekend, apart from doing all the daily chores. Now Sangeeta spends 10 hours on office premises, 7 of which are working, three are socialising, doing frivolous meetings (can't deny those), eating and resting.



In both cases, we see a lack of time invested in health or wellness; The human brain abhors boredom. Sangeeta and Rajesh's free time will be spent with family, on Netflix and mindlessly scrolling through social media.

As a people person in an organisation, it's critical to realise both these candidates are heading for a complete burn-out; like the stock market, you can never quite tell when this plunge will happen, but you know it will happen soon.

Preemptive measures are needed to avoid this circumstance, as curative measures (therapy after the fact) will not solve our problem. As you all know, it's tough to change a made-up mind, let alone change an exhausted one.

STEP
0

UNDERSTAND WHAT CHANGE YOU WANT TO BRING TO YOUR ORGANISATION

Like any noble plan, wellness programs need a clear objective and a roadmap, and these objectives will evolve. Fortunately, every organisation has many people already leading a health and wellness-oriented lifestyle; this group will be your early adopters and influencers. We need to build a program that encompasses this group's requirements.

STEP
01

REALISE THE NEED FOR YOUR ORGANISATION'S WELLNESS FORMAT

Critical components

Any wellness program should have these components.

- 1 Physical fitness with a variety of formats and engagements
- 2 Mental Wellbeing
- 3 Nutrition
- 4 Engagement layer - campus sessions, webinars, challenges
- 5 Privacy build-in
- 6 Ability to categorise employees as per their health level

Wellness requirements can differ depending on whether you are a manufacturing company or an IT service. If your organisation relies heavily on physical labour, your enterprise fitness goal could include more quick movement and stamina-building exercises.

On the other hand, if you're an organisation where employees have to sit for long hours and work on their computers, posture and weight management.

Certain features like mental health, engagement, nutrition and critical ailments are core components of any program.

STEP
02

CREATE A PLAN OF ACTION

Once you have recognised the needs of your enterprise, creating a list of resources should be your next step. Connecting with experts, secondary research, and internal surveys can help determine where you want to take the program.

STEP
03**PREPARING THE
BACKEND OPERATIONS**

After integrating all resources, you must incorporate them at the backend and make them easily accessible to your employees. Creating an online portal or an app is usually the easiest way to go about it, and integrating your ERPs or Intranet is the most efficient way to ensure ease of use and tracking.

STEP
04**SET UP GOALS AND
METRICS FOR YOUR
ORGANISATION**

Now, you cannot check your progress without first setting up some plans and metrics. What you want to achieve with this program should be clear and precise.

For example, we are creating this wellness program for our employees to increase their productivity and reduce workplace anxiety.

You should be able to grade your employees into three buckets.

- 1 Critical
- 2 Can do better
- 3 Doing well

As an overall goal, your objectives should be moving people from buckets 1 to 2 and 3 as soon as possible.

STEP
05**PROVIDE A DIVERSE
RANGE OF OPTIONS
FOR YOUR EMPLOYEES
TO CHOOSE FROM**

Once you have made sure that you have created a safe and comprehensive wellness program for your employees, it's time to make sure your employees relate to your schedule.



Providing multiple options to your employees to choose how they want to go about their fitness journey is an absolute priority.

When looking to create a democratic EHW program, it becomes necessary to have a wellness partner who can provide you with multiple options to choose from, be it CrossFit, yoga, cardio, weight training or just meditation.

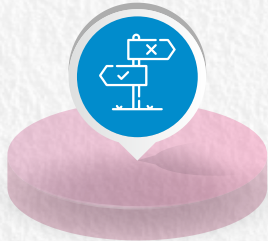
**STEP
06****HAVE A CLEAR VALUE
ON INVESTMENT
GOALS IN MIND**

Following these steps will not just help you create a fun and engaging program for your employees but will also help you get a decent return on your investment. As HRs, having a clear VOI goal will help you track your organisational growth.



PRIMARY PILLARS OF AN EHW PROGRAM

While wellness as a topic can be very subjective, a few things are essential pillars of any health and wellness program. Here are a few primary pillars you can keep in mind:



Democratic

Health is personal, and no one can force people to take a particular fitness regime, meditation practice or diet. We need a system that offers multiple options for them to choose from — pick whatever works for you.



Wholesome

A wellness program needs to offer everything around health and fitness. It cannot be complete with just dumbbells and yoga mats lying around the gym space. Mental health, nutrition guide, weight training, cardio, CrossFit, yoga — we must try to include everything to create a wholesome wellness program.



Flexible

It becomes tough to follow a wellness schedule if it doesn't offer flexibility. We need to provide a system to schedule, unschedule, pause, and go completely digital (who knows when the subsequent lockdown is) to make it easier for the employees to pursue their goals.



Engaging

Your employees are already working toward your company's vision, and mandating wellness without engagement will make your employee's motivation fluctuate just like a revenue projection graph. In such cases, we need a program that captures low inspiration and lulls with a very engaging and interactive wellness program. Make the fitness journey a fun game, not another task.





CHECKLIST FOR YOUR ORGANISATION

Before bringing a wellness program to your organisation, you must evaluate your current infrastructure. To help you quickly assess your current offerings, here's a quick checklist for you:-



Basic healthcare infrastructure

Whether physical or mental health, organisations must provide an all-round, easily accessible infrastructure for employee needs.



Customised program

There's no one-fits-all fitness strategy. The first step to wellness is understanding individual problems and providing a personalised wellness plan.



Trained professionals

Your enterprise needs fitness trainers, yoga instructors, nutritionists, doctors, psychiatrists, and physiotherapists to cater to every wellness-related requirement for your employees.



Counselling and mental well-being

Taking care of mental health is as important as physical health. We need to provide regular check-ins and affordable counselling to all employees.



All-Platform Access

Apart from access to physical gyms, an enterprise needs to make sure the resources and infrastructure are digitally available to every employee in cases of remote working or less to no access to physical gyms in certain cities.



Please keep track of the progress

In a world where fitness and wellness are becoming integral parts of a person's life, it is essential to provide dedicated customer care, a comprehensive administrative dashboard, program overviews, reports and statistics. However, when tracking such sensitive data, it's critical to ensure privacy and security for all users.



Maternity care

Focusing on the mother's health is crucial for the child's well-being. There needs to be multiple yoga, therapy, and nutrition programs to support her throughout her pregnancy.



Health check-ups

Most people tend to ignore regular health check-ups because of the lengthy process. Providing such facilities in the workplace reduces this friction.



Retaining top talent is key for any organisation from the day they join. It shouldn't be something they start when an employee puts in their resignation. With cult.fit, we explored something different through employee wellness programs, and it's been a great journey for our organisation so far.

- Fyers Securities





cult.fit's

EMPLOYEE HEALTH & WELLNESS PROGRAM



KEY OBJECTIVES OF cult.fit's EMPLOYEE HEALTH & WELLNESS PROGRAM

Fitness is not an option but a way of life, and through Health & Wellness programs, we want to make employee wellness culture a norm.

With multiple health programs to choose from, cult.fit's wellness program is well equipped to fulfil physical fitness, mental well-being and nutritional needs.

The primary goal of our EHW program is to make health and wellness accessible and increase employee motivation and the overall productivity of the workforce.



77% Found improved employee health and productivity by introducing corporate Health & Wellbeing programs.



85% felt that a wellness program helped improve their engagement with the organisation and colleagues.



83% observed improved employee awareness of healthcare





PERKS OF cult.fit's EHW PROGRAM

Pursuing fitness shouldn't be boring. It's the most exciting journey with countless long-term benefits. At cult.fit, our goal is to use

tech-based solutions to craft a comprehensive wellness program with the following points in mind:



Enhanced Monitoring

Our fitness app tracks your fitness journey accurately and helps you build a routine.



Limitless Content

Access to global health and wellness content where you can choose the workout regimes that work for you.



Platform Flexibility

Catering to people's preferences of where they want to work out by providing access to physical fitness centers/gyms and virtual sessions with cult.fit certified fitness experts.



Connected Healthcare

It's pertinent that health information flows freely and securely so that all minor and major ailments can be discovered and treated.



Monitored Progress

To monitor, manage and customise your fitness program, which "gamifies" the fitness journey and gives you insights into knowing your body better.



42% joined cult.fit due to the availability of a variety of workouts/group sessions.



70% continue with cult.fit due to multiple group session formats and guidance from expert trainers.



45% educate themselves about exercises through trainers, whereas 25% find the app to be helpful.



40% prefer strength training over other formats, 28% prefer dance fitness and yoga.



37% book a session as per their time availability, whereas 29% workout as per their favourite format time.



Employee well-being is an ongoing commitment for us, and we have seen great engagement and team building from fitness-based initiatives.

- Yellow.ai



WHAT ARE WE TRYING TO ACHIEVE WITH A WELLNESS PROGRAM?

We are incredibly proud of the progress we have made so far in developing corporate wellness plans along with our clients. However, there is a lot more we want to achieve.

In the past five years, we have helped thousands of people reach their fitness milestones while constantly pursuing our milestones. Even though we are a relatively young organisation, we have built a brand with which people relate.

WE ARE BUILDING TRUST IN OUR COUNTRY

Spread across over 130+ locations in India, cult.fit is easily accessible to employees looking for virtual and on-site training.

With qualified professionals available for every fitness and well-being requirement, we at cult.fit focus on holistic wellness. From fitness and yoga trainers to nutritionists, we believe in providing personal growth and creating an active lifestyle for everyone.

cult.fit is India's most prominent digital training platform, with over 6.45 million users worldwide. With more than 8000+ trainers/experts and 7000+ workouts, meditation and recipes, the employees get a customised plan according to their wellness requirements.

Trusted by Microsoft, Accenture, PwC , TATA AIA Life Insurance, Bosch, Optum (UnitedHealth Group), P&G, Bain & Company and many more, our wellness program works to create awareness, engagement and visible results.





cult.fit

Be better every day

*Thank
you*

For Reading!

I hope this guide helped you understand the significance of an Employee Health & Wellness program. Design your EHW program today!

If you would like to know more about cult.fit's EHW program or if you would like for cult.fit to design your EHW program, reach out to us at: corporate-support@cult.fit