

# THE 5 STEPS TO BUILDING A PERFORMANCE DRIVEN WELLBEING STRATEGY

Most organisations don't struggle to introduce employee wellbeing initiatives. They struggle to make them work.

Employee support is delivered through a mix of disconnected tools - benefits platforms, pension providers, mental health apps and internal resources. The result is low engagement, limited visibility and an impact that is difficult to understand.

## Thrive changes that.

It brings together workplace pensions, benefits, financial wellbeing and data into one joined-up system, designed to reduce cost, improve engagement, and drive measurable improvements in productivity and retention.



## STEP 1

# Replace fragmentation with a joined-up system.

### BEFORE

#### Disconnected. Duplicated. Difficult.

Most organisations manage employee wellbeing across multiple providers that don't connect.



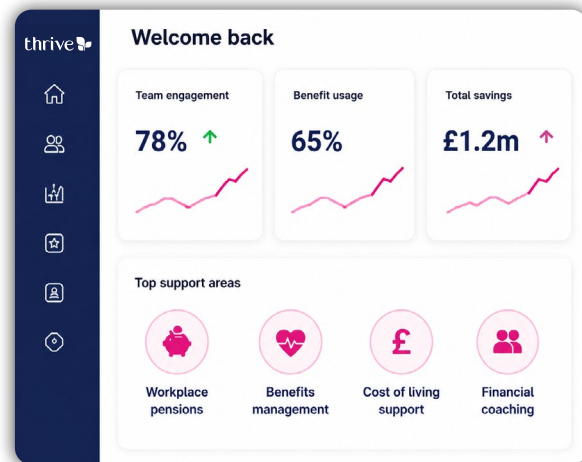
- ✗ Poor visibility
- ✗ Low engagement
- ✗ High manual admin

### AFTER



#### Connected. Clear. Powerful.

A connected system bringing together workplace pensions, benefits management and financial wellbeing and coaching.



- ✓ Full visibility and real-time insights
- ✓ Higher engagement
- ✓ Automated, streamlined admin
- ✓ Prove ROI with confidence

## STEP 2

# Actively drive engagement across your workforce.


Most wellbeing strategies rely on employees knowing where to go and what to look for.

In reality, that rarely happens. Thrive takes a more proactive approach.

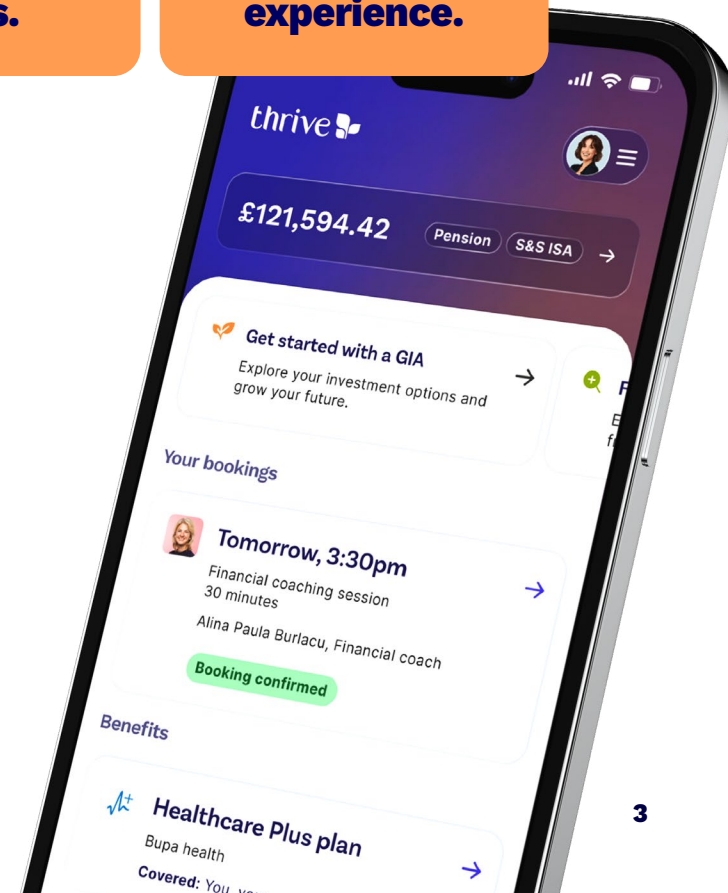
It helps drive engagement through:

  
**Employee surveys and insight tools.**

  
**Timely app prompts and nudges.**

  
**A simple, intuitive app experience.**

Rather than expecting employees to search for help, Thrive brings relevant support to them. That means higher engagement, better use of existing benefits and greater impact from your employee wellbeing strategy.



## STEP 3

# Drive behaviour change through coaching and content.

Access alone does not change outcomes. Behaviour does.

Thrive is designed to help employees take action, with support that feels practical, personal and easy to engage with. This includes:

The image displays four screenshots of the Thrive Academy interface. The top-left screenshot shows a '1:1 financial coaching session' for 'Tomorrow, 3:30pm' with a 30-minute duration, featuring Alina Paula Burlacu as the financial coach and a 'Booking confirmed' status. The top-right screenshot shows 'Bite-sized learning through the Thrive Academy' with two video thumbnails: 'Workplace pensions' and 'Understanding credit scores'. The bottom-left screenshot shows 'Ongoing nudges and personalised support' with a 'Unlock your personalised financial Toolkit' button and a description: 'Answer a few quick questions to unlock tools and guidance personalised to you'. The bottom-right screenshot shows 'Guidance on real-life topics like saving, debt and mortgages' with a 'Budgeting & Tracking' section, a piggy bank icon, and a '2 mins' duration for the 'Introduction to Budgeting & Tracking' video.

The aim is to help employees build confidence and take positive steps. As financial confidence grows, financial stress can reduce. And when employees feel more in control, they are more likely to perform at their best.

## STEP 4

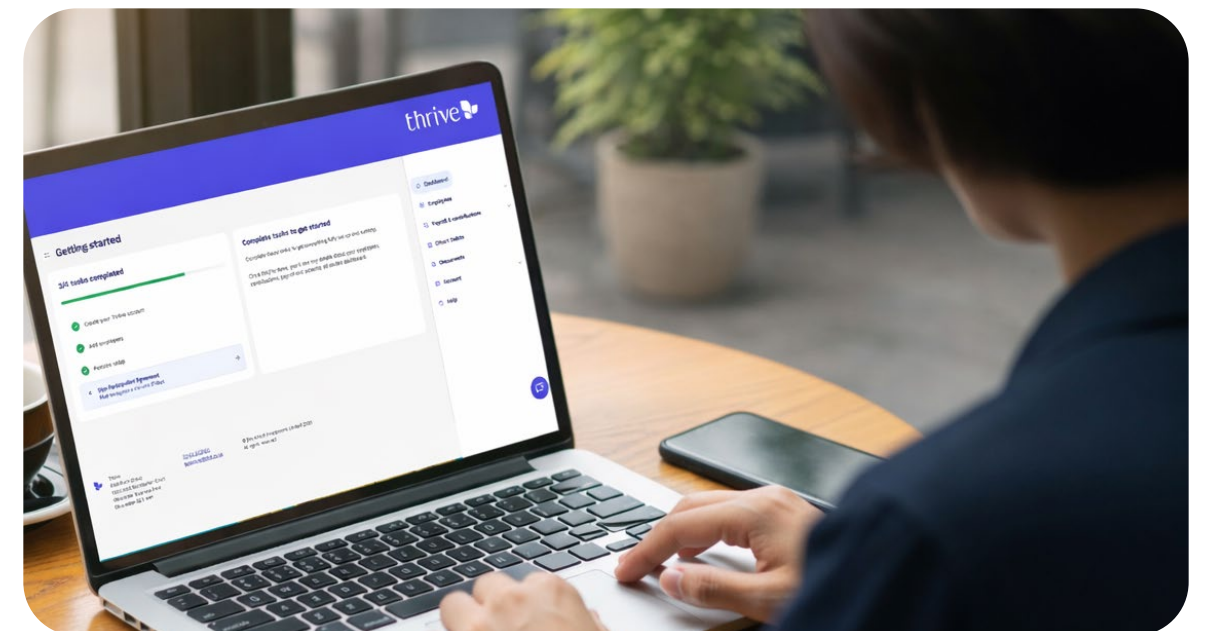
# Reduce admin and unlock hidden cost savings.

Employee wellbeing strategies should reduce complexity, not add to it. Thrive is designed to make life easier for HR teams by:

- Connecting with UK payroll systems.
- Reducing manual processes and errors.
- Providing one system for managing pensions and benefits.

In addition, Thrive helps you unlock hidden value across your existing setup, including:

- Reviewing benefits for better value and coverage.
- Assessing pension performance and providers.
- Supporting salary sacrifice rollout or optimisation.
- Providing cost-of-living support, discounts, and savings.



## STEP 5

# Measure impact and prove value to the business.

A wellbeing strategy only creates value if you can show the difference it makes.

With Thrive, you don't just see what employees are clicking on. You can understand how engagement is translating into better outcomes for your team and your business.

### Start with the leading indicators

Thrive gives employers clear visibility of how employees are engaging with the support available. This could include:

- Pension engagement.
- Benefit usage.
- Coaching uptake.
- Contribution changes.
- Employee insight and sentiment.

This data helps answer important questions. Are employees taking action after coaching? Are certain benefits being missed? Is financial confidence improving over time?

### Connect it to business outcomes

The next step is to link Thrive insight to the measures the business already tracks, such as absence, retention, engagement and performance.

That is how financial wellbeing becomes measurable, practical and directly linked to business performance.

# What this looks like in practice.

Thrive helps you deliver your strategy from day one:

#### Review your current setup

We assess your existing pensions, benefits and payroll structure to identify gaps, inefficiencies and opportunities.

#### Design and align your approach

We align your setup with salary sacrifice, benefits optimisation and your wider people strategy.

#### Launch with structured onboarding

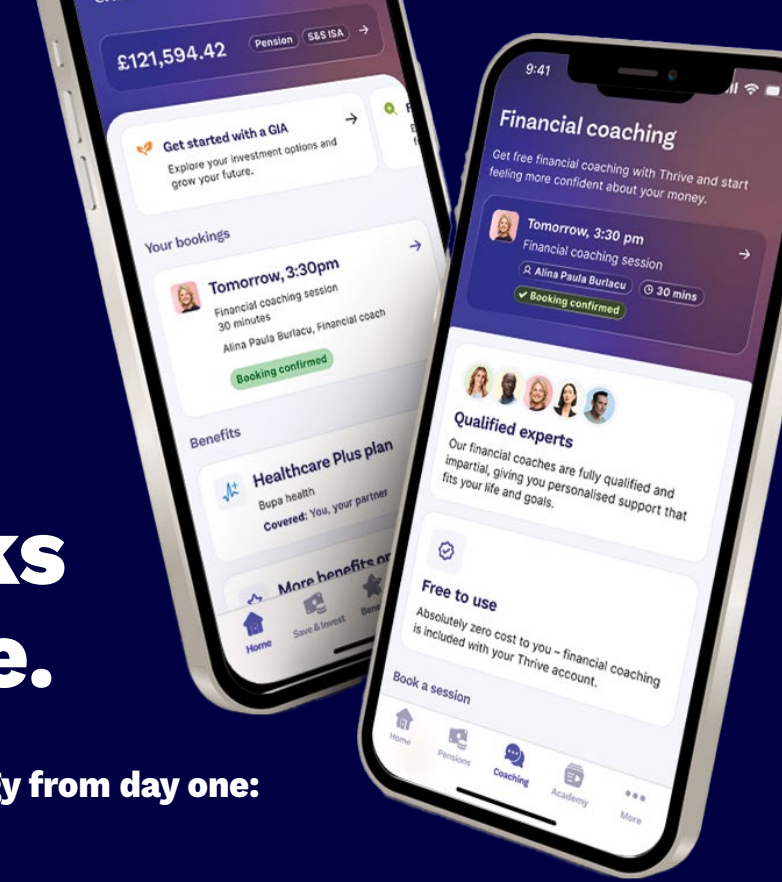
We provide onboarding support, comms templates and implementation guidance to ensure a smooth rollout.

#### Drive engagement from day one

Employees access Thrive through a single app, with coaching, content and prompts designed to encourage ongoing use.

#### Track, optimise and improve

You use real-time dashboards and insights to monitor engagement, measure impact and continuously refine your approach.



# The impact you can expect.

Thrive helps you deliver your strategy from day one:

UP TO

**20%**

Comprehensive workplace financial wellness programs can drive productivity increases of up to 20%

**71%**

71% of employees with access to a financial wellbeing policy report a positive effect on their financial situation.

**16.4 mils**

In 2023/24, 16.4 million working days were lost to work-related stress, depression, or anxiety, says HSE.

**13%**

Research shows that happy workers are up to 13% more productive.

**21%  
– 51%**

High-engagement teams experience a 21% to 51% reduction in turnover.

**5X**

more likely to stay

Companies that prioritise employee happiness see significantly higher retention rates with staff 5 x more likely to stay.

# Why Thrive?

Most employee wellbeing providers focus on one part of the problem: benefits, mental health or financial education.

Thrive brings it all together. A single, joined-up system designed not just to support employees, but to improve business performance.

That means:



**Driving engagement**



**Changing behaviour**



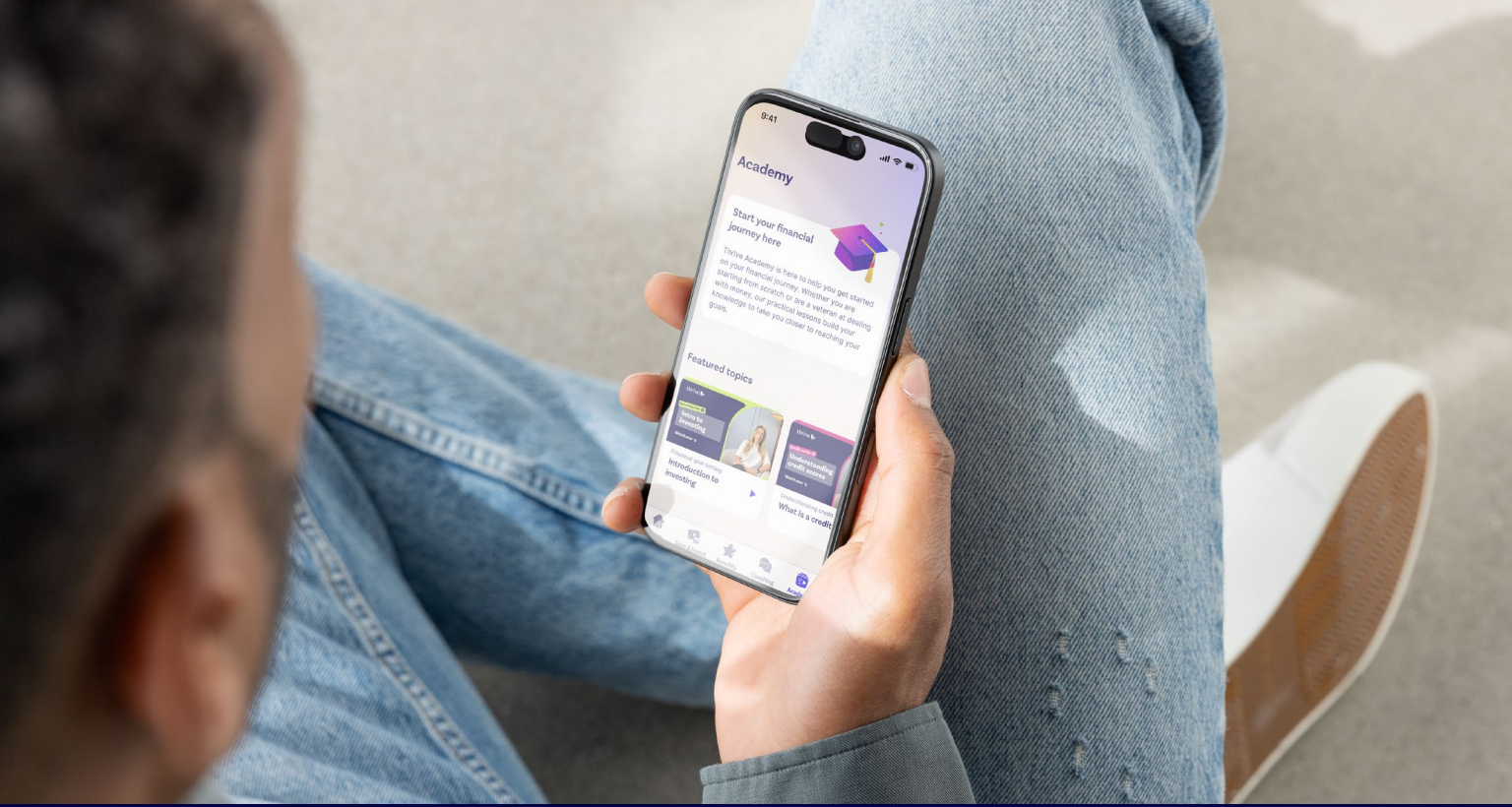
**Proving impact**

Turning financial wellbeing into a measurable performance lever.

## Is it right for your organisation?

Thrive is designed for organisations looking to move beyond fragmented employee wellbeing initiatives. It may be a strong fit if you are looking to:

- Bring pensions, benefits and financial wellbeing into one place.
- Unlock cost savings through salary sacrifice and optimise your existing benefits and pension setup.
- Improve employee engagement with existing support.
- Reduce admin and simplify HR operations.
- Get clearer visibility into what's working and what isn't.
- Build an employee wellbeing strategy that delivers measurable business impact.



If you're looking to simplify your setup, unlock hidden value, and build a wellbeing strategy that delivers measurable results, we'd be happy to show you how Thrive could work in your organisation.

**Request a call with the team**



**hello@mythrive.co.uk**



**www.mythrive.co.uk**