



HOW TO START A WELLNESS PROGRAM IN 5 EASY STEPS

FOR FITPROS, HEALTH COACHES AND GYM OWNERS

WITH DAWN MCGEE, WELLNESS STRATEGIST



Why Does Workplace Wellness Matter?

2024 Employer Trends per Wellable

- Greater investment in mental health solutions (91%), stress management and resilience tools (66%), telemedicine (65%), mindfulness and meditation programs (55%), and lifestyle spending accounts (52%).
- Mental Health tops the list for the 5th year in a row. The focus is on boosting productivity, improving overall well-being, increasing job satisfaction, and effectively attracting and retaining talent.
- Decrease in location-dependent wellness offerings, reflecting a shift towards flexible wellness solutions in the evolving hybrid workplace.
- **Top Employee concerns:** burnout, nutrition education, obesity and mental health
- Rising healthcare spend due to chronic health conditions:
 - Annual increases average >13%
 - > 80% of these rising costs are due to lifestyle factors
 - Improving physical wellness = improved world view for all
- Simple programs + lots of support + easy to follow = what's needed
- > 80% of our health outcomes can be influenced by OUR CHOICES

Trends are moving to proactive wellness care rather than sick care.



#1 Assess the Company's Needs

- Review claims data and healthcare spend trends
- Conduct a baseline survey using Welcoa Corporate Wellness Checklist to establish current state of wellness
- Offer a customized employee interest and needs survey

Use data to determine customization of wellness offerings

#2 Build Leadership Support

- Engage a C-suite member in the wellness strategy and planning
- Develop an infrastructure to support wellness initiatives by creating a Wellness Committee
- Invite Wellness Ambassadors from all levels of the organization to participate in the championing of the wellness initiatives

Success requires support from the right stakeholders

#3 Design Tailored Wellness Initiatives

- That target rising costs of care
- That meet requirements from the company and stakeholders
- That are of interest to their employees
- Put together an offering that allows them to step into wellness 1% at a time

Design your programs with a bias towards success

#4 Implement with Impact

- Ensure you are presenting programs that teach to all the learning styles (digital, auditory, visual, kinesthetic)
- Encourage engagement in ways that suit **their** needs
- Develop tracking in a way that is not punitive, rather celebratory (so they can see how far they've come)

Meet people where they are

#5 Evaluate and Evolve

- Execute a pre-program survey and the exact same as a post-program survey.
- Have established KPIs/outcomes agreed upon with your stakeholders before you start.
- Have your next program/phase ready to present at the same time you present your results so you keep momentum.

Measure what matters



Path to success

- ✓ Assess the company's needs
- ✓ Build leadership support
- ✓ Design tailored wellness initiatives
- ✓ Implement with impact
- ✓ Evaluate and evolve

What's Next?

- Kickstart programs with local companies
- Sign up for a [complementary 30-minute consult](#)
- Join the next cohort of "Breaking into Workplace Wellness" (email me at dawn@dawnmcgee.guru for details)

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"I do not feel guilt over what I put on my plate anymore. Making the best choices I can, feeling confident the foods I am eating are nourishing my body and bringing me closer to my health goals."

- Helen

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"I reluctantly started the PFC3 program, but I noticed my sleep patterns were changing. My migraines were less and less....I had no idea that the way I was eating would help my A1C....I'm grateful for PFC3. It is helping me live. Not just watch."

- Tulsi

Dawn McGee - Wellness strategist



- Corporate professional for over 35 years
- Nutritionist for over 12 years
- Have coached hundreds of people to better health habits day over day
- Specializes in working with clients with complex health challenges and designing customized wellness programs for individuals and companies
- Author of 365 Days of Healthy Living
- Creator of the Reclaim Your Life, One Bite at a Time® program and the Eat, Move & Recharge® Formula