

Pursuing a life of well-being

A toolkit to help your employees pursue a life of well-being



Promoting personal growth and development among your employees

Dedicate this month to helping your employees develop the knowledge and skills to define and pursue their vision of personal well-being.

Well-being means different things to different people. In general, well-being is dependent on good physical and mental health, positive social relationships and availability and access to basic resources, such as food, shelter and income.¹ Aspects of well-being are interconnected and blended. For this campaign, we take a holistic view of well-being.

Pursuing a life of well-being is a journey, not a destination. Most aspects of well-being require a lifetime of striving to attain new goals while maintaining goals that have been achieved.

What's in the toolkit?

This toolkit provides materials and tools needed to deliver a successful campaign to help individuals pursue a life of well-being:

- Campaign objectives
- Suggested timeline
- Email campaign series
- Awareness handouts and lifestyle flyers
- Campaign kick-off event ideas
- Employee challenges
- Prize strategy
- Employee evaluation

Campaign objectives

- Know the components of a holistic model for well-being
- Rate personal satisfaction with various aspects of life at this time
- Define a vision of well-being for the future
- Explain the difference between internal and external motivation
- Know ways to build self-confidence
- Describe the stages of readiness for change
- Weigh the “pros” and “cons” of making a change
- Know examples of tangible and intangible rewards
- Identify rewards that might serve as personal motivators
- Define the five steps of setting goals
- Complete a personal contract for accomplishing a goal
- Understand how others might provide support during the various stages of change
- Identify others who might provide help and support
- Find positive substitutes for potentially negative actions
- Learn to analyze, challenge and replace negative thoughts with positive ones
- Rearrange surroundings to be more supportive of positive actions
- Identify personal triggers
- Learn ways to prevent slips and setbacks before they happen
- Know ways to deal with slips/setbacks and get back on track quickly

Suggested timeline

The total campaign is designed to last a minimum of four weeks but can be shortened or extended if desired. See the attached email campaign series for email timelines and content.

Email campaign

Pre-launch email – Pursuing a life of well-being/Coming soon

Kick-off email – Pursuing a life of well-being/Join us to get started

Week 2 reminder email – Pursuing a life of well-being/Take steps to improve your well-being

Week 3 motivation email – Pursuing a life of well-being/How would you reward yourself?

Week 4 employee evaluation email – Pursuing a life of well-being/We want your feedback

Awareness handouts and lifestyle flyers

Two types of educational information are provided for use during the campaign. Distribute both types of materials each week.

- Awareness handouts are intended to provide information about processes that promote personal growth and development.
- Lifestyle flyers are generally more interactive and provide opportunities for employees to apply information and skills while pursuing their personal visions of well-being.

	Awareness handouts	Lifestyle flyers
Week 1: Establish your vision of well-being Employee challenge: Take steps to improve your well-being	What's important to you? How satisfied are you with your life?	How motivated are you?
Week 2: Planning for success in goal attainment	Rewards as motivators	Goal setting/personal contracts
Week 3: Creating a supportive environment for well-being	Help from others	You are in control
Week 4: If you get off track	Dealing with and learning from slips/setbacks	Recycling and moving forward

Campaign kick-off event

We strongly recommend an onsite or virtual event to kick off the campaign. The event can be as big or small as you want, but it's an important opportunity to introduce the campaign theme to employees and to encourage them to participate in the challenge.

If you are unable to arrange an onsite event, we recommend setting up a table in a common area, such as the entrance to the employee cafeteria, for the distribution of materials. Keep materials restocked for the duration of the campaign. Making materials available online is another option.

Suggestions for kick-off event:

Announce the campaign "Pursuing a life of well-being" at company-wide or departmental meetings.

If your organization has implemented the activity "What does well-being mean to you?" select a few of the statements to read during the kick-off event. If you use an employee's name in association with his/her statement, be sure to get permission in advance.

Also announce the challenge: "Take steps to improve your well-being" and encourage participants to enroll. Consider distributing the challenge materials at this time.

Employee challenges:

Take steps to improve your well-being.

Distribute the materials for the employee challenge during the kick-off event or during the first week of the campaign. Employees are encouraged to use the information, skills and tools introduced over the course of the campaign to set a goal to optimize their personal well-being during the next four weeks. A completed progress report is required as evidence that the challenge has been completed and to be eligible for any prizes.

Prize strategy

While offering prizes for participation in the employee campaign is not required, it can increase participation. Consider individual giveaways for employees who complete the employee challenge. Or, offer a drawing for one or more raffle prizes for employees who complete the challenge. As an alternative, consider offering a prize to employees who complete the evaluation survey. Some ideas for individual prizes that support well-being include the following:

- personal journal
- relaxing music
- gift certificate for a massage, manicure, pedicure or other salon service
- aromatic candles
- body lotion
- voucher for a yoga class
- personal time off
- flowers or a plant
- herbal tea

Employee evaluation

A brief evaluation survey is available to collect feedback, ideas and information from employees who participated in the campaign. Participant feedback will be valuable for planning future campaigns.

Campaign content

1. Establishing your vision of well-being

What's important to you? How satisfied are you with your life?

- What is well-being?
- How well is your life going? How satisfied are you?
 - Activity: Wheel of life
- What is your vision of well-being for the future?
 - Activity: My vision of well-being

How motivated are you?

- Getting started on the road to well-being
- Two categories of motivational forces
- Importance and confidence
 - Tips for building confidence
- Readiness for change
 - Activity: My “pros” and “cons”

2. Planning for success in goal attainment

Rewards as motivators

- Tangible and intangible rewards
 - Activity: How will you reward yourself?
- Congratulate yourself for progress

Goal setting/personal contracts

- Goal setting for success
- Five steps of goal setting
- Make a contract with yourself
 - Activity: My personal contract for goal accomplishment

3. Creating a supportive environment for well-being

Help from others

- Help from others and stages of change
- “Buddy up”
 - Activity: Who will be your helpers?
 - Tips: Communicating effectively with helpers
- Other sources of support

You are in control

- Ways to avoid triggers and get the result you want
- Finding positive substitutes
 - Activity: Challenge your thoughts
- Rearranging your surroundings
 - Activity: Personal triggers

4. If you get off track

Dealing with and learning from slips/setbacks

- Recycling through the stages of change
- Preventing slips before they happen
 - Activity: What are your risky situations?
 - Tips for preventing slips
- If you slip (and you will!)
 - Activity: Evaluating a slip
 - Tips for dealing with slips
- Urges

Recycling and moving forward

- Slips as learning opportunities
 - Activity: Test yourself
- A journey, not a destination
- Revisit your vision of well-being

5. Challenge

Take steps to improve your well-being

6. Employee evaluation

1. Centers for Disease Control and Prevention. Health-related quality of life and well-being. Available at <http://www.cdc.gov/hrqol/wellbeing.htm> www.cdc.gov/hrqol/wellbeing.htm, accessed on 5-12-2020.

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