



# THE FUTURE OF WELLBEING IN BUSINESS TOP 10 TRENDS



## 1 Culture and Leadership buy In

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- Make it real and make it count - large corporate such as Google will seemingly offer endless perks through a wellbeing lens - such as sleep rooms, free massage at work, access to therapy and wellbeing related services but they won't think twice about expecting their teams to work enormous numbers of hours.
- The top down approach is a vital component to sustainable culture - companies and countries that do this well include Lloyds of London - they offer a very comprehensive wellbeing programme and honour contracted hours alongside personalised wellbeing. France has legislated for the rights of workers not to answer emails after 6pm and over weekends although the reality of that being respected isn't apparent.
- Resilience assessment and physiological testing is a compelling proposition for driving cultural shift because it's hard to argue with data. Knowing where we are physiologically and how that relates to stress and wellbeing is a powerful way of gaining buy in at a leadership level.

## 2. Stay close to what works

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- Don't be seduced by the fads or the trends - stay close to what matters to you and your teams/business.
- Your formulas for wellbeing in the workplace need to resonate and matter to you and your team. Dependent on team age, gender, life stage, job roles - if you give your team a 'what's in it for me' that they can relate to then you're a step closer to implementing practice that works.

## 3. Nudge culture - make it an opt out rather than opt in

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- Making wellbeing a cultural asset to your business and the team means it becomes a habit - 21 days to make a habit, 90 days to make a lifestyle - the 21/90 rule - start from a base of 'everyone in'.



- The legislation route we shared is exactly this - influencing human behaviour whilst honouring choice - expect more of that!

#### 4. Hydration

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- It may sound overly simple but the effects will be compelling - upping hydration will up productivity, it's that simple.
- A 1% drop in hydration means a 12% drop in productivity.
- Most people are 20- 40% dehydrated - for general health and productivity it is worth making sure everyone has a water bottle and they're drinking from it!

#### 5. Fresh Air and movement

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- Recent research tells us that sitting for long periods ups the risk of heart attack and a stroke - 6 hours or more increases the risk of a heart attack and stroke by 35% and 34% respectively. Encourage staff to walk to meetings/to their desks
- Being outside and in nature has profound effects on our systems - it lowers stress, calms us down and works with our systems to rebalance - best to do it without a device.
- Biophilic design in office space is also important - especially for offices with no natural light. When travelling, the best thing you can do when landing in a destination is to get outside for a walk - away from heavy traffic if you can.

#### 6. Financial management support

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- This issue gets completely overlooked but it is a huge stress factor - don't assume that it is the lower paid people in your organisation that this affects - on the contrary, the same research found that the biggest profile segment of stress was for those who were high earners.
- Martin Lewis has recently put a formula together for 16yrs + in schools to understand how to manage money - doing the same in your teams and



- organisation may well serve to reduce stress and enable more productive team members.
- Don't underestimate how knowledge and solution in this area of lifestyle will help to improve feelings of wellbeing.

## 7. Mental health policy

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- Mental Health First Aiders in the workplace will be legislated by 2020 - many businesses are already upskilling for these positions.
- Know what matters in your workplace - what do people want, need and relate to? The stigma related to mental health is shifting but it still exists.
- There are some innovative ideas and communities that are seeking to drastically reduce mental health related issues and in this case, male suicide <http://andysmanclub.co.uk/>

## 8. Cognitive Behavioural Therapy (CBT)

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- This is the therapy that will have the (proven) biggest impact and individual advantage in a 121-therapy situation. Why? It gives the person receiving therapy, techniques that will stay with them. It is proven to work and not only benefit the individual but also those around them.
- Do note - this therapy would be appropriate for mild to moderate stress, depression or anxiety sufferers rather than those with more severe issues.

## 9. Promote sleep

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- If you don't get enough sleep, nothing else matters - have a read of 'Why We Sleep' by Matthew Walker - it is a myth that one can 'survive' on less sleep. 110 years ago less than 2% of the population in the US slept 6 hrs or less a night - now 30% of Americans do. In the UK and Japan respectively - 39% and 66% report sleeping less than 7 hrs ( National Sleep Foundation 2013)
- In Japan, some businesses are bonusing their staff for prioritising sleep because they know the advantages of having a properly rested team.



- Less sleep weakens your immune system, lessens productivity and clarity and leaves you more vulnerable to illness.
- It is likely but not yet enshrined that day light saving will stop - why? Because the effects of just one hour loss of sleep has shown a scientifically related spike in heart attacks and strokes.
- Translate that into the effects of business travel and time zone variations - this come back to Duty of Care and it will be employer responsibility to ensure staff get a chance to rest and recover whilst on and returning from business trips.
- The number one 'most harmful' observation taken from Walker's research is this 'you do not know or recognise the risks of how sleep deprived you are when you are sleep deprived - prioritise it or you will increase your health risk at literally every level - physical, mental and emotional'.

## 10. Make breathing part of your culture

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- It may sound simple but conscious breathwork is profound.
- Dr Andrew Weil has an easy to remember, fail safe technique that is 4-7-8 - one breathes in for the count of 4 - right down into your abdominals, full lungs, tummy out, hold for 7 then out for 8 - this is your in built stress reliever that will turn on your vagus nerve - [see video](#)
- Doing this for a sequence of three, 3 times a day as a prevention and practice culture is excellent but it's also a great tool if you're faced with a tricky situation.
- Watch out for transformational breathwork moving into the domain akin to the importance of sleep.
- Change your breath, change your life for further inspiration - [see video](#)



## *IN SUMMARY*

Integrating wellbeing culture, strategy, service delivery and positioning into your destination, product, guest experiences and business infrastructure is becoming a non-optional aspect. In the same way that a hotel (in years gone by) had to have a pool and gym, then a spa, the ‘wellness woven in’ mantra could not be more apt as a modernism for how better wellbeing could and should be accessed by all. Through living, working and playing it is becoming less about choosing a wellbeing option and more about an expectation that wellbeing will be integrated as a matter of course, especially for younger generations.

Our thanks to @annihood at [Well Intelligence](#) for sharing these trends.

For more information on this trend report or to get in touch about booking talks, workshops or programmes for the wellbeing of your staff please contact Justine Clement on +44 7714 333418 or [justinec@thelifeadventure.co](mailto:justinec@thelifeadventure.co)

