

## Next Generation Wellness: From Theory to Practice

In this training, we'll cover the following 5 topics.

1. Moving from the biomedical model to an integrated approach to wellbeing.
2. Reducing the use of incentives and focusing on the development of autonomy, mastery and purpose.
3. Shifting from a weight-focused approach to a health-centric approach.
4. Repositioning your value (including new metrics to consider).
5. Persuasively communicating to leadership, other colleagues and your target audience.

Each topic will follow the framework below:

- Research and experience to build the business case
- Case study from a fellow wellness pro who has implemented this change in their workplace
- Resources on what to do and where to start first
- Participant discussion (personalize this to apply it to your situation)
- Self-study: field work and reflections (don't worry...it's not difficult)

### Week 1: Getting Started

Introductions, Overview, and Adopting a Growth Mindset

Key Objectives:

- Get to know each other
- Understand the course layout and expectations
- Learn ways to develop a growth mindset

### Week 2: Moving from the Biomedical Model to an Integrated Approach to Wellbeing

Wellness is commonly centered around a biomedical focus but research and experience indicate this isn't effective. This week we'll define what a more integrated approach to wellbeing means, make the case for the shift and help you take the first (or next) step in that direction.

Key Objectives:

- Discover the pros and cons of the biomedical approach
- Understand the benefits of an integrated approach to wellbeing and how to develop one in your organization
- Discuss barriers to building a more integrated approach, identify solutions and determine your first action step

**Week 3: Shifting from Weight to Wellbeing, Part 1 – What Does the Evidence Say?**  
One of the most “stuck” areas in the health promotion industry is the weight-focused approach. This week we’ll explore what the research says about the conventional approach to weight – and what to do instead.

**Key Objectives:**

- Understand the most current research on weight, including its counterproductive consequences.
- Learn about alternatives to the traditional “eat less exercise more” approach
- Discuss your understanding of and reaction to the research

**Week 4: – Shifting from Weight to Wellbeing, Part 2 – What Do We Do Instead?**  
In this session, we’ll move from evidence and theory to practical application. You’ll learn how to move your organization from weight to wellbeing.

**Key Objectives:**

- Hear from a fellow wellness pro who has successfully shifted away from weight focused wellness
- Identify barriers to making this shift in your organization and discuss realistic solutions
- Learn about other metrics to use in place of BMI, weight and waist circumference
- Explore communication strategies for getting buy-in from colleagues and clients

**Week 5: Correcting for Incentives, Part 1 - Autonomy, Mastery and Purpose**

Incentives are common place in the world of wellness but instead of motivating employees to better health, they often undermine autonomy, mastery and purpose. We’ll explore this idea and discuss other ways to engage employees.

**Key Objectives:**

- Understand the current research on incentives, motivation and behavior change
- Explore the concepts of autonomy, mastery and purpose and how they apply to wellness

**Week 6: Correcting for Incentives, Part 2 – Practical Strategies**

Discuss the practical considerations around correcting for incentives and hear from a wellness leader who has successfully done so.

**Key Objectives:**

- Discuss practical considerations and real-life scenarios around correcting for incentives

- Hear a case study from a fellow wellness pro who has successfully changed her company's approach to incentives
- Identify your barriers and determine your first action step

### Week 7: Repositioning your Value: Influencing Cultural Factors in Your Organization

If you don't focus on weight, biometrics and HRA data, what's your role in your organization (or with your clients)? How can you have the greatest impact in your role? This week we'll focus on other factors that influence wellbeing and how to connect the dots between wellbeing and the business.

#### Key Objectives:

- Understand how workplace culture impacts wellbeing
- Learn how to tie wellbeing to your organization's performance, employee engagement, and other important business outcomes
- Determine your current value proposition to your organization and explore how to create a more powerful one

### Week 8: Persuasive Communication (with Special Guest, Jeff Tippett)

A big concern we hear from wellness pros is that it can be challenging to communicate with and get buy-in from leadership and other colleagues. This week's guest speaker will help you establish a more powerful and persuasive communication style so you can increase your impact and influence.

#### Key Objectives:

- Explore the essentials of persuasive communication
- Identify your personal obstacles to powerful communication
- Learn practical strategies for improving your communication style with colleagues, clients, senior leadership and other wellness stakeholders

### Week 9: New Metrics and Tying it All Together

When we reduce the focus on biometrics, what's left to measure? Turns out, there are many other metrics to consider when evaluating your wellbeing initiatives. In this session, we'll discuss those alternatives and explore ways to begin using them. We'll complete the training with an open discussion of key takeaways and creating a plan for success (both for you and your organization).

#### Key Objectives:

- Learn about alternative metrics that can be used to evaluate progress
- Discuss what you've learned and how to continue your work without getting burned out
- Create your plan for personal resilience and professional success

