

Leader's Guide to Maximizing Your Organization's Upcoming Resiliency and Wellness Initiatives and Events

Dr. Bill Dymant, “team doctor” and resiliency expert, Dymant & Associates, Inc.

Read this short guide and you will discover how to avoid the missed opportunities organizations commonly fail to capitalize on when developing a resiliency program, “big event,” or initiative to support corporate wellness.

Further, you will also learn 5 common misconceptions that risk making any well-intentioned wellness initiative ineffective and forgettable (and how you can circumvent them!)



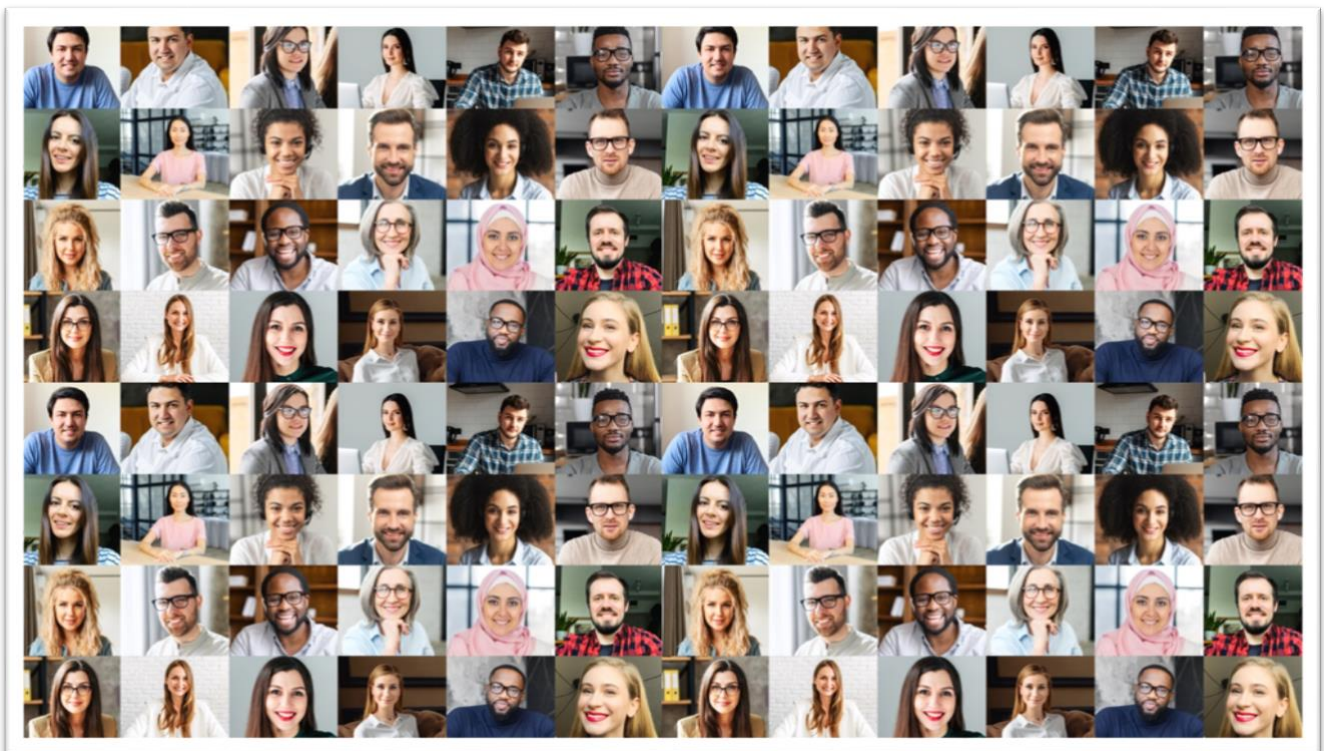
Here are **10 missed opportunities** organizations commonly fail to incorporate into their resiliency and wellness event, program, or series planning. While not all events can incorporate all the elements below, use as many as you can in tandem to increase the impact and visibility of your event or initiative.

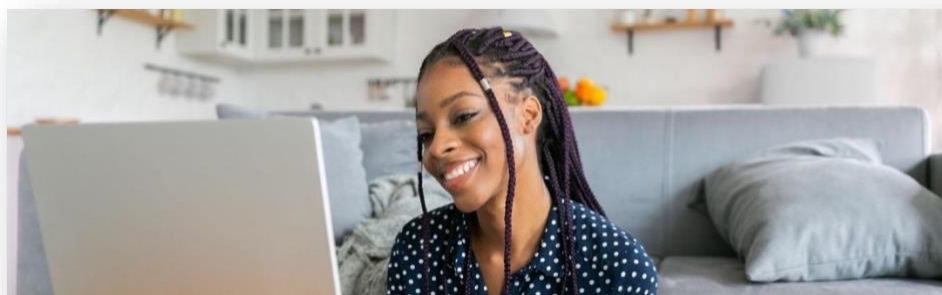
How many of these key elements can you include in your next “big event?”

1. **Pre-interviews with key/representative staff to customize the content your speaker will be presenting**, either at a big event, or as part of a year-long series.
2. **Short speaker and host video clips (30-90 seconds)** and other engaging promotional emails elements can be sent to potential attendees over the few weeks leading up to your event. This will greatly increase interest and attendance in resiliency building programs, series, and year-long initiatives.
3. **Solicit pre-event questions from potential attendees as part of your promotional emails** including “sample questions” to seed interest and engagement.
4. **Always introduce your speaker.** Never ask the speaker to introduce themselves. Self-introductions are easier but come at a high price-significantly lower audience interest in the topic and presenter. In contrast, think of the last industry conference presentation you attended. Often one person is introduced who then introduces the speaker. This “double introduction” creates high anticipation and interest for the presentation topic and for how the speaker will communicate the message.
5. **Enlist a top leader (in addition to the host) to “kick-off” your event/series by:**
 - A. Sharing a personal story relating to the program topic at the start of your event.
 - B. Interviewing an employee (live or recorded) who wishes to “champion the featured cause/share their own journey” as part of your event.

6. **Include a (short) panel discussion to compliment your speaker's message and to provide context** (or the panel serves as the main event itself!)
7. **Follow-up handouts, resources, assessments, tools for further learning, and "action steps to take"** are provided that complement the presentation and challenge attendees to act immediately on what they have learned.
8. **A one-and-done event is expanded into a quarterly or monthly series to maximize the impact of the initiative over time.**
9. **Careful consideration is given to whether an event will be live-only, recorded or some hybrid of the two.** Overcommunicating that the series will be recorded can lead to few live attendees and even less engagement. At the same time, it is wise to make the presentation available for future viewing for those who cannot attend. Solution: Reward and "incentivize" participants to attend live.
10. **The organization takes advantage of a built-in audience, calendar focus, or meeting time to maximize interest and attendance.** For example, an ERG hosts the event for the wider organization, a companywide "Townhall," an existing series, or Mental Health Awareness month, etc.

Bonus: Opportunity for one-on-one post-event meetings via virtual "sign-ups" starting in the promotional phase, which personalizes your initiative and provides a confidential, "human" bridge to the speaker after your event, etc., who can listen and highlight all resources available to your team member.





Five common misconceptions about resiliency events and initiatives (and how to side-step them to create a highly impactful wellness event.)

Misconception #1: If the wellness resources your team members need are posted on your website, they will find and use them.

Truth: The number one comment we hear is, “I didn’t realize we had that program!” This is mentioned, even though the support the organization offers is clearly available on your intranet or benefits page.

Misconception #2: Team members will take the next step and pursue counseling, coaching or another wellness offering in high numbers without a personal connection.

Truth: A bridge experience is often needed beyond exposure to a speaker on the topic. This can take the form of (brief) one-on-one virtual meetings offered as a follow-up to an important live event or health fair.

Misconception #3: Attendees will naturally ask questions if they are interested in the topic

Truth: Many attendees are shy, intimidated, or not accustomed to having the opportunity of speaking up during other virtual programs. “Artful” virtual events use a number of new, creative, techniques to engage the audience early rather than just the usual Chat, Q&A, etc.

Misconception #4: The wellness needs of an organization change little over time, so a generic approach is sufficient in planning the key elements of a big presentation.

Truth: A few short “prep” interviews and polling with key stakeholders and representative team members can go a long way to customizing the message and enhancing the impact of what will be shared in your big event.

Misconception #5: A single great event will change an organization’s investment in team resiliency, self-care, and wellness.

Truth: A layered approach of frequent, complimentary initiatives and events will be needed to “move the needle” when it comes to wellness. Even a great event will usually not be enough to significantly change the culture in the direction of greater wellness.

In Summary

If you follow the above guidelines, your next wellness event or resiliency program will surpass 90% of those who fail to consider these cautions and incorporate these best practices.

Think of your wellness efforts as a “visitor garden” that must be promoted, watered, and tended throughout the season and you will create a culture where team members feel genuinely supported during challenging times and your organization a place they love to work.



DrBillSpeaks.com