



Workplace Wellbeing Communication

Live Online Masterclass Series

'Communication is critical to securing engagement, and engagement is key to program success.'

Kent, Karen, et al. "Promoting Healthy Workplaces by Building Cultures of Health and Applying Strategic Communications." *Journal of Occupational and Environmental Medicine*, vol. 58, no. 2, 2016, pp. 114–122.

Overview

This masterclass series is designed to introduce senior leaders, HR professionals, wellbeing managers and champions to wellbeing communication best practice allowing them to embed and sustain a culture of health at their workplace.

Many Irish based organisations offer multiple wellbeing interventions, supports and policies for their colleagues however they do a terrible job promoting these initiatives. Quite often, employees are unaware of the existence of many of these initiatives, let alone the benefits they provide.

This masterclass series tackles the top barriers to wellbeing programme participation and success, namely lack of awareness, lack of interest and suspicions about employers' motivations. In other words, this series will support you in driving engagement amongst colleagues for your wellbeing initiatives which is the key to programme success.

Embedding a culture of health in the workplace is the right thing to do, it's the legal thing to do and it's the smart thing to do. Organisations that demonstrate they genuinely care about the wellbeing of their people are the ones that will thrive in the future of work.

Who will benefit?

This workshop is targeted at senior leaders, HR professionals, wellbeing managers and champions and anyone that has a say in the direction of wellbeing at their workplace.

What's included? Masterclass Series Content

- Introduction - Start with Why. Why is wellbeing communication important?
- Review - What do we already provide and how do we communicate it?
- Identify - Barriers to programme participation, engagement and success.
- Branding - Name the baby.
- Vision - Can we create a wellbeing vision aligned to the organisation's vision?
- Strategic - The principles of Strategic Communication.
- Defining - Campaign / initiative objectives and key messages.
- Specifics - Target audience, channels, timing, frequency, stakeholders, evaluation.
- Case Studies - NHS, Ohio State University, Irish organisations.
- Conclusion – Summarise and reflect upon what we have learned

How will you benefit?

- Practical step-by-step introduction to a wellbeing communication strategy
- Overview of the evidence on what makes for a successful communication strategy
- Opportunity to meet leaders from different organisations with similar challenges
- Focus on the challenges and opportunities at your own workplace
- Review real world case study examples
- Certificate of Completion from Workplace Wellbeing Ireland

Logistics

- 10-hours (4 x 2.5 hour) interactive online workshops (Zoom)
- Dates and times: Thursday May 9th, 16th, 23rd, 30th 2024 - 1000 to 1230
- Price: ~~€750~~ €499 (early bird) ex VAT which will include any group activity outputs

Would you prefer an onsite workshop for your own team?

- Full day interactive onsite workshop (Dublin). Email for other location options.
- Price: €4,999 ex VAT which will include any group activity outputs

About the Workshop Facilitator

[Brian Crooke](#) is a wellbeing educator, speaker and adviser, empowering Irish organisations to promote and sustain wellbeing within their workplaces.

He is the founder of *The Work Well Institute* and the [Workplace Wellbeing Ireland](#) community and is Course Director of the Postgraduate Certificate in Workplace Wellness at Trinity College Dublin. He is host of *The Work Well Podcast* and in his spare time, Brian is bringing free resistance training to every county and community in Ireland through his *parkHIIT* social enterprise.



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