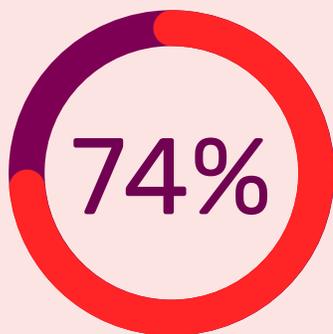


How to Use Wellness Solutions as Talent Acquisition Ammunition

Effective corporate wellness programs are well recognized as a way to boost employee engagement and health, and address stress and burnout. Candidates don't apply for a job because you have a great wellness program. However, a holistic, inclusive wellness strategy can become a powerful magnet for candidates because it signals that your organization cares about creating a healthy, high-performing culture. When something benefits both employer and employee, you have the beginnings of a highly effective employer branding campaign.



74% of businesses consider employee wellbeing vital and beneficial for recruiting and retaining employees¹



89% of employees working for wellbeing-friendly employers say they're more likely to recommend their company as an excellent place to work²

¹<https://reba.global/content/employee-wellbeing-research-2019-74-of-employers-now-measure-wellbeing-plan-effectiveness>

²<https://www.apa.org/news/press/releases/2016/06/workplace-well-being>

Here's a **six-point** cheat sheet to help you get started.

1

Make Sure Your Wellness Program Is Worth Bragging About

- Survey employees and assess whether your wellness program is effective, flexible, and relevant to your organization's needs.
- If needed, take a look at other vendors to evaluate whether they might be a better fit.

2

Find Success Stories and Share Them

- Every program has its champions. Locate the employees who absolutely love the culture of wellness you've created and find a way to share those stories with potential candidates (e.g. social media, career pages, etc).
- Get your people to offer video or written testimonials about how much they love the meditation app or flexible gym membership they get from working at your company.

3

Support Hiring Managers and Recruiters

- Make sure these key stakeholders in the recruiting process know how to effectively emphasize the theme of wellness when they're talking with candidates.
- Provide a little coaching and supporting materials to make sure they know how to bring wellness up naturally and share their own experiences.



4

Leverage Executive Sponsorship

- Identify the leaders most invested in wellness and recruiting, and ask them to speak (or write) publicly about your organization's commitment to creating a culture of support and wellness.

5

Work With Your Wellness Partners

- You're not alone on this journey; consider reaching out to your partners in the wellness industry. Ask for their advice on how to turn a culture of wellness into a talent magnet.

6

Target Key Talent Markets With Wellness-centered Content

- Find out where high-value talent in your industry goes to learn and connect.
- Use those places as platforms for your organization's wellness-centered employment branding content (e.g. employment brand videos emphasizing wellness, health, and balance in the workplace).

The benefits of effective wellness programs create more than enough internal ROI. But you're missing a major opportunity to make your employment brand stand out if you don't find a way to emphasize your commitment to wellness to the pool of candidates evaluating you as a great place to work. After all, it could be what separates you from the crowd.

Want to learn more about how you can use wellness programs to enhance your employment brand?

[Contact us here](#)

