

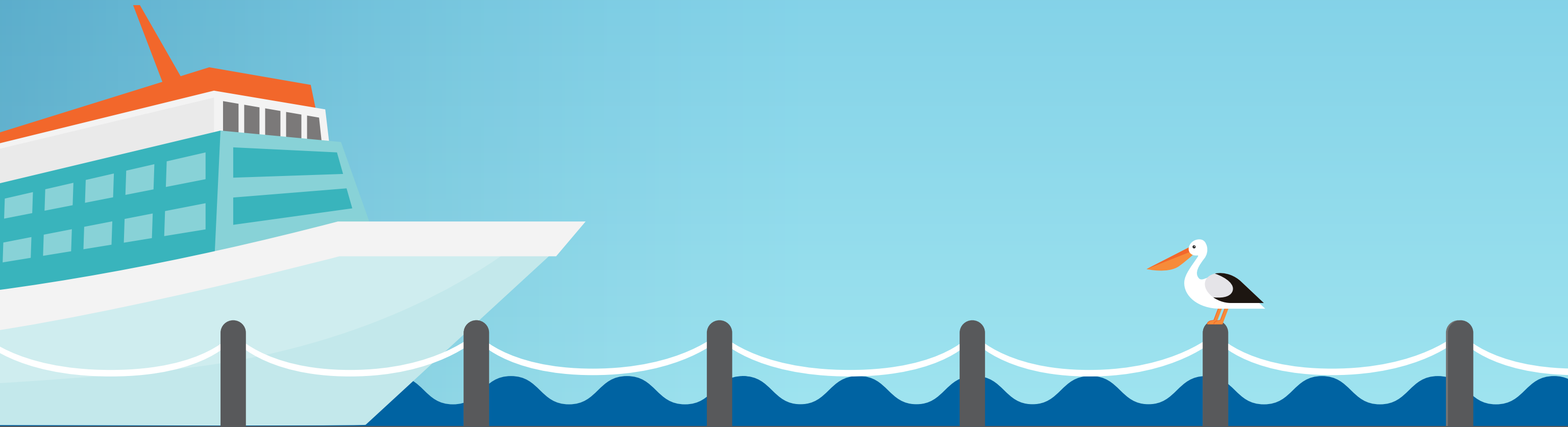
Set sail for wellness: 4 ways to communicate so employees get on board





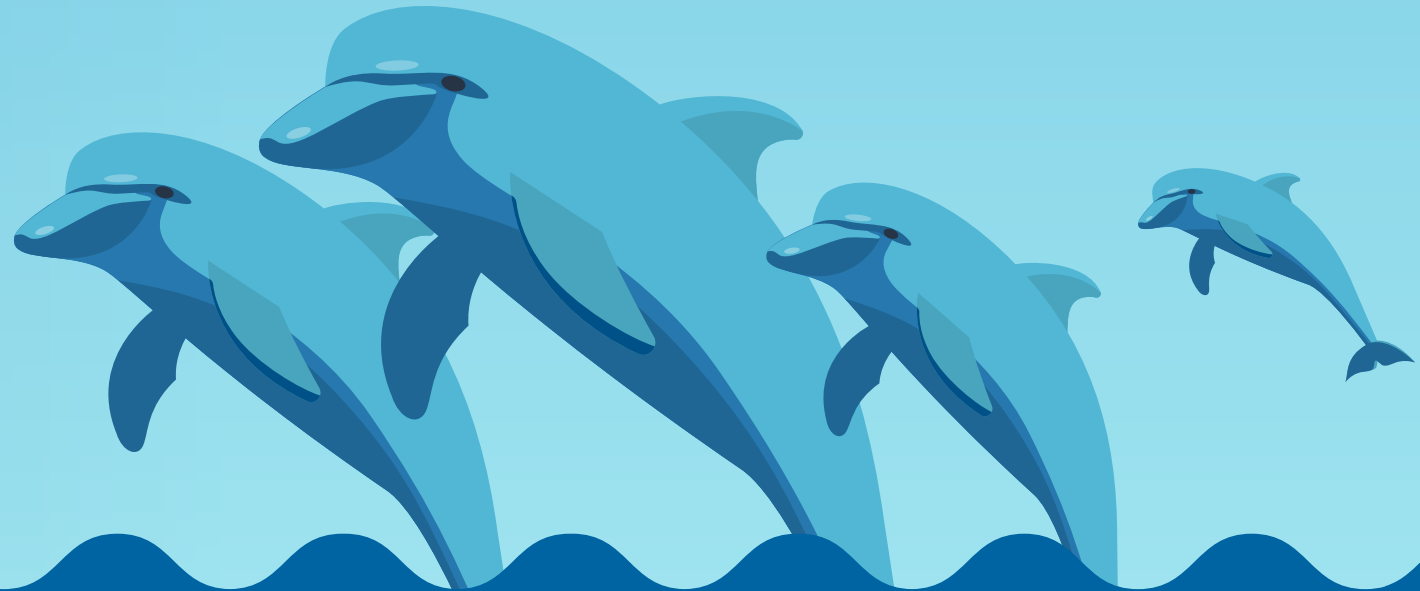
Ahoy! You persuaded the captain (and other leaders) that wellness can reduce stress and increase productivity among the crew (employees).

But before you can set sail, you need to convince employees to get on board for the journey.



Where should you begin?

Use these 4 approaches to deal with common scenarios.



Scenario #1:

All aboard! The captain wants you to draft an email to announce the new wellness program.



Scenario #1:

Our advice: Shake things up



Say no to typical emails that focus on the company progress. Instead, create communication that emphasizes what matters most to the crew.

Frame your message by answering these questions:

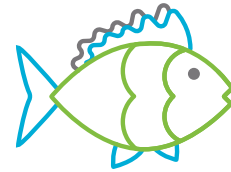
Question	Example of your communications copy
How will I benefit from this program?	Take advantage of our Discount Program and make wellness a priority
Why should I care?	Get rewarded as you continue on your path to a healthy lifestyle
What do I need to do and when?	Complete your screening by December 31 to qualify for your reward
How much time will this take?	In just 15 minutes, you can get a snapshot of key health measures and get rewarded for it

Scenario #2:

Weather the storm! You realize it's difficult to explain program details without using complex language and confusing your crew. What can you do?

Scenario #2:

Our advice: Keep it simple



Use language that you hear in an ordinary conversation

Instead of	Try
Leverage	Use, employ, apply, exercise
Implement	Do, apply, put into practice
Integrate	Mix, combine, merge
Enable or facilitate	Allow, make possible, help, aid, assist
Input	Participate, contribute, take part, share
Innovative	New, original, fresh, novel, creative
Metabolic screening	Conduct a blood test to assess your risk of developing diseases, such as heart disease, diabetes and stroke

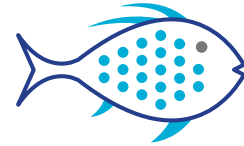
Scenario #3:

All hands on deck! There's so much information to share that you're worried crew members will miss the important stuff.



Scenario #3:

Our advice: Make it scannable



Break content down into “chunks” to help the crew dive in and remember key points. Here are a few examples to help you get started:

Chunking method	What it achieves
Bulleted list	Gives readers an easy-to-scan list of words or series of instructions, or divides a long, complex sentence into discrete points
Checklist	Creates an expectation of action, as in a to-do list
Numbered sequence	Indicates a certain number of points or action steps to consider or an order to follow
Sidebar	Displays content relating to the main topic that adds context or provides further texture
Callout	Visually highlights key information, such as a quote or single fact
Table	Organizes complex information and makes content scannable (Psst... You're reading one)

Scenario #4:

Man overboard! You just sent out your launch email and you think, “This will be the talk of the ship.” Unfortunately, no one seems to notice. What should you do to grab crew members’ attention?



Scenario #4:

Our advice: Take a cue from magazines



Magazine editors know that “you” and “how to” are the most compelling words in a headline.

By creating information in a way that can help employees solve a problem and improve something they do, they will pay attention.

Anchors aweigh!

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