

Workplace Wellness:

Driving Employee Participation and Supporting New Initiatives



Andrea Riley

Senior Manager,
Global HR Communications
Whirlpool Corporation



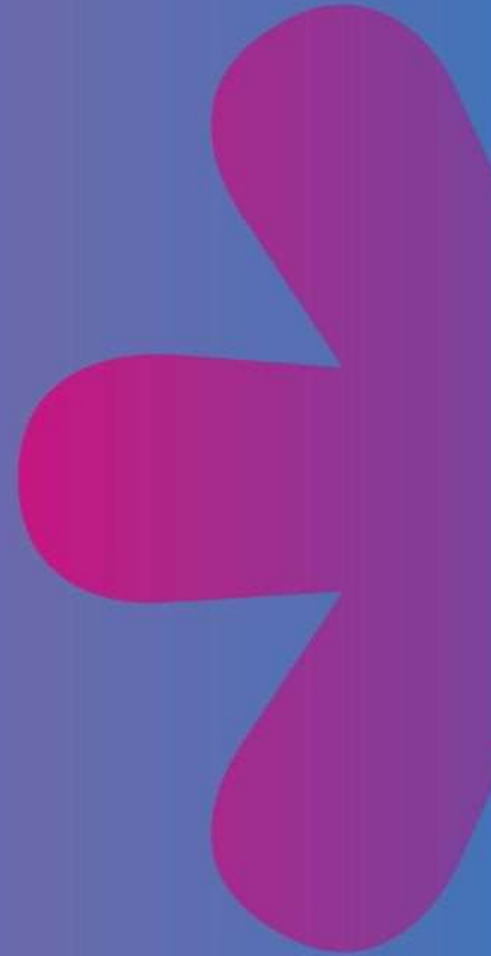
Gina Bowen

Manager,
Global HR Communications
Whirlpool Corporation

**Relax your muscles.
Calm your mind.**



be*well



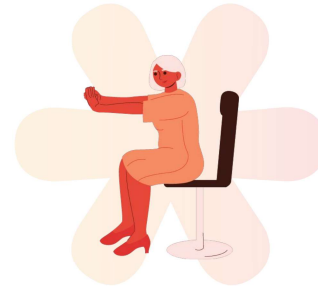
Seated Desk Yoga



1. Stomp feet and shake out hands
2. Sit up and breathe deep
3. Head rolls, shoulder rolls



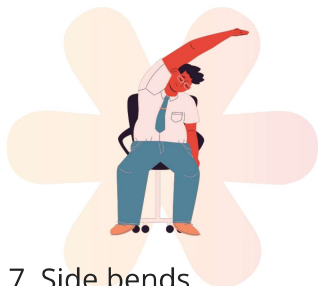
4. Cat Pose



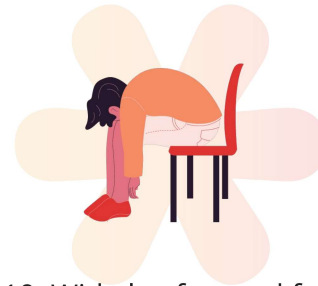
5. Cow Pose



6. Chest Opener



7. Side bends
8. Figure 8 Shoulder rolls
9. Seated twist



10. Wide leg forward fold
- Modified Forward fold
11. Return to sitting up tall



Life at home has been at the heart
of our business for 111 years.
It's in our DNA.

IT'S WHY WE REMAIN COMMITTED TO OUR VISION:

**to be the best kitchen and laundry
company, *in constant pursuit of***



**improving
life at home**

A few fast facts in 2023



committed to being the best global

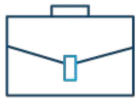
**KITCHEN AND
LAUNDRY
COMPANY**



61,000
employees



\$20 BILLION
in sales in 2022



>\$1 BILLION

investments in capital
and R&D centers annually



56
manufacturing
and R&D centers



100% of our large
manufacturing sites achieved
ZERO WASTE
to landfill, Gold or Platinum
Status

As reported in 2022.

There's no one like us, reaching almost every country in the world with our unrivaled brands.



* Whirlpool Corporation ownership of the *Hotpoint* brand in EMEA and Asia Pacific regions is not affiliated with the *Hotpoint* brand sold in the Americas

Visit www.whirlpoolcorp.com for more!

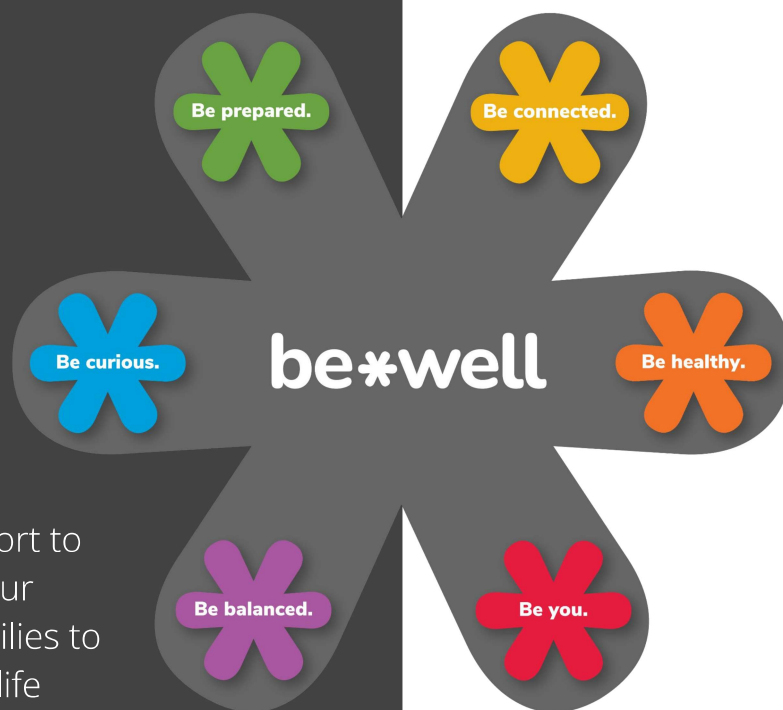
Wellness at Whirlpool Corporation



be*well

improving life at home and work

We provide holistic support to empower & encourage our employees and their families to **be*well** in all aspects of life



Wellness at Whirlpool

Global framework that establishes holistic standards of care

Six wellbeing pathways that illustrate all aspects of wellbeing and how they are connected

Supports our **culture** as part of the **employee value proposition** to ensure our employees are able to bring out their best

Recognizes each Be*Well journey is **unique and personal**

Wellbeing Pathways Connected to All Aspects of Life



Staying emotionally healthy by balancing home, work, and play helps us live a more fulfilling life.



Learning enhances our career development and creates confidence in our lives. Growth shapes our work and life for the better.



Planning helps us achieve our short- and long-term financial goals. A simple plan can help us live a more sustainable lifestyle.



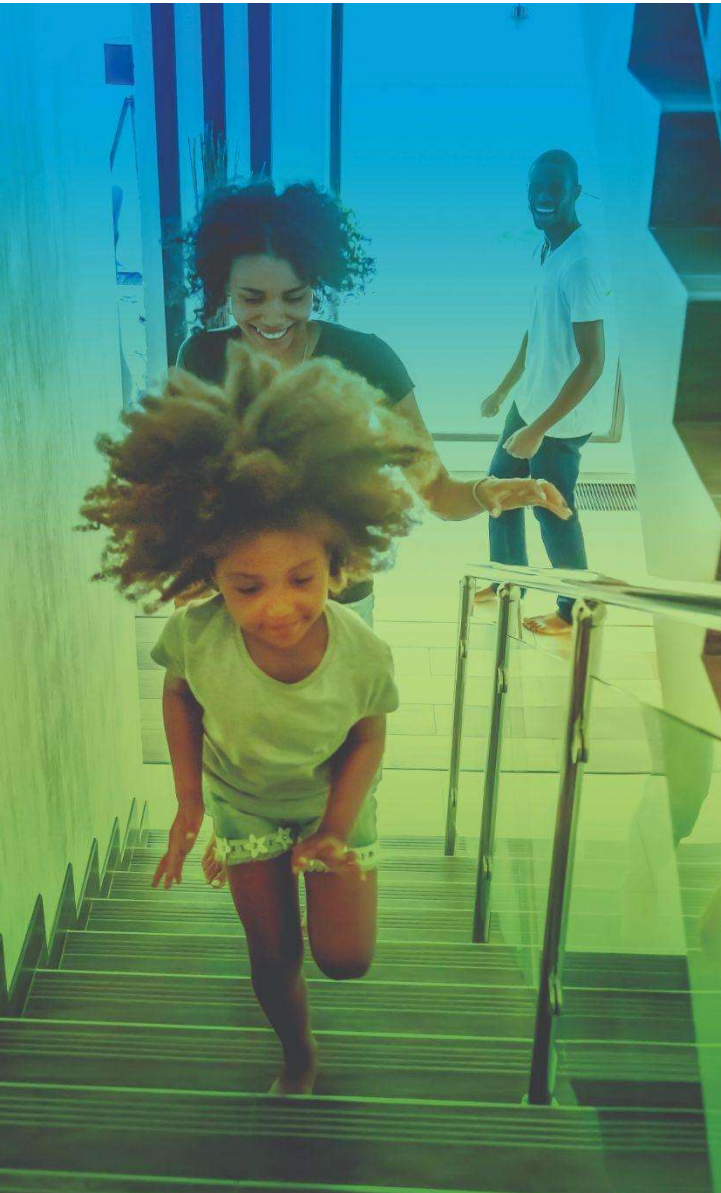
Building social and inclusive relationships, helps us contribute and communicate. We are better when we can be heard, valued, respected, and welcomed.



Managing our physical health goals by staying fit allows us to live a healthy, happy life.



Being your true self is ultimately your choice. Your journey to self care leads to a genuine, meaningful life that is happier and healthier.



Workplace Wellness:

- * Employee communication strategies that prioritize all aspects of well-being
- * How to get buy-in for a unique program
- * Approaches for implementing self-care strategies



Workplace Wellness:

✿ Employee communication strategies that prioritize all aspects of well-being:

- **Create a brand identity** that reflects all elements of the framework
- **Develop a robust editorial calendar** that highlights each aspect throughout the year

Create a Brand Identity

Utilizes “sparks” to show all aspects of well-being

To honor and engage employees and families, use employee photography over stock imagery

- ★ A user-friendly Google site helps to share resources with managers and human resources



Digital Templates

Templates provide consistency as well as room for customization

Example

**Presentation
Google Slides**
Town Halls & TVs
1920 x 1080 px

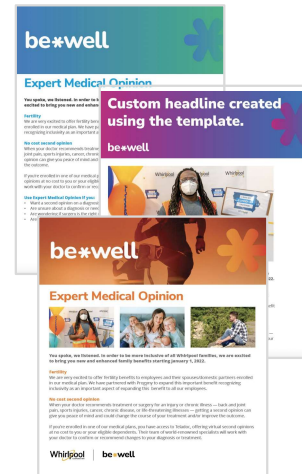
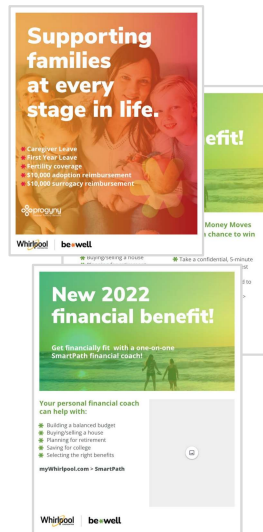
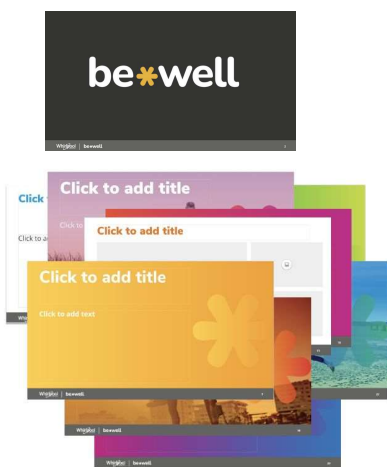
Flyer
8.5 x 11
Portrait Google Slide

**Monitor Google
slides**
1920 x 1080 px

Email Google slides
650px W x 200 px H

WHR 360 Banners
800 x 400 px

Canva



Develop a Robust Editorial Calendar

The **Be*Well** channel on our employee newsreader (FirstUp) provides holistic support and resources to empower and encourage employees to Be*Well in all aspects of improving life at home and work.

Posts are planned for two times a week, including a campaign called *Motivational Monday*.

- ★ When planning for the year, a theme and a focus are identified along with cross-functional synergies, key dates, or challenges. All pathways are considered when planning content.

Month	WHR Global Theme	Secondary Theme	Day	Channel	Topics
January	Be You, Be Balanced	Positivity and Revisit Commitments	1/5	360	Personal Mission Statement
			1/12	360	Be Mindful not Mind Full
			1/19	360	Practice happy habits
			1/26	360	Review Commitment Challenge
February	Be Balanced	Be Prepared: Financial Wellness	2/2	360	Ten Steps to Ease Financial Str
			2/6	NAR	Undersaver Article
			2/9	360	Money and Your Mind
			2/16	360	Stress can increase your Risk fo
			2/23	360	Try Meditating Anywhere
March	Be Balanced	Be Balanced	3/2	360	How much time do you need to E
			3/9	360	Using Progressive Muscle Relax
			3/16		World Sleep Day
			3/23		Building Resilience with Selfcar
April	Be Balanced	Be Healthy: Physical Wellness	4/9		10 Ways to Practice Self Care
			4/10		World Health Day tie-in
			4/17		https://whirlpool.lifeworks.com/lif
			4/24		Commit to Eating Healthy
May	Be Balanced	Mental Health Awareness Month	5/1		Share a Healthy Recipe - Partne
			5/8		Mental Health Awareness Mon
			5/15		Article. With a Meditation?
			5/22		Relaxing tips to beat stress
			5/29		Journal Exercise
June	Be Balanced	Be You: Inclusion and Diversity	6/5		Breathing Exercise
			6/12		Be*Well Mindset Challenge Lau
			6/19		Building Your Self-Care Action I
			6/26		Quick Tips for Keeping a Positiv

firstup



Workplace Wellness:

How to get buy-in for a unique program

- **Educate:** Share leadership support mechanisms to accelerate employee adoption
- **Apply:** Drive engagement through activities, challenges and tips
- **Embed:** Leverage systematic integrations to reinforce the education and application

Global Embedment Strategy

ADKAR Model
Awareness
Desire
Knowledge
Ability
Reinforcement



Educate

- Demonstrate the organization's commitment to well-being by launching Be*Well.
- **Promote an understanding of integrated, holistic well-being** through the Be*Well pathways.
- Provide meaningful communications & resources to remind & encourage employees to prioritize well-being.

Tactics

- ✳ Global launch of Be*Well, leveraging brand marketing
- ✳ Begin editorial calendar content (themed articles, etc)
- ✳ Deploy quarterly education newsletters
- ✳ Provide **People Leader & HR toolkits** with quarterly updates

Educate | Toolkits

Share leadership support mechanisms to accelerate employee adoption.

A monthly toolkit presents the Be*Well theme with corresponding articles and activities for human resources and managers.

It includes team activities, as well as how to have conversations with your employees if you are concerned they are struggling with their mental health.

- ★ Regional communicators can then use the toolkit as a guide to adapt to their region as appropriate.

Leader Self Assessment

How are you doing?

The following questions assess the quality of your support. Rate yourself on each of the following statements, using the scale below.

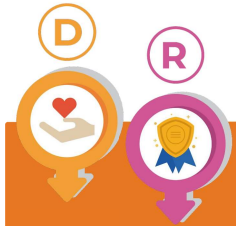
⑤ Always ④ Often ③ Sometimes ② Rarely ① Never

As a manager I...

1	Explain why wellbeing is important to the organization	⑤ ④ ③ ② ①
2	Explain how my team can benefit from wellbeing	⑤ ④ ③ ② ①
3	Explain how employees can participate in wellbeing programs and services	⑤ ④ ③ ② ①
4	Demonstrate support for wellbeing through my own lifestyle choices	⑤ ④ ③ ② ①
5	Participate in wellbeing activities	⑤ ④ ③ ② ①
6	Help my team maintain a healthy lifestyle through physical activity, healthy eating, and stress management	⑤ ④ ③ ② ①
7	Help reduce barriers to achieving healthy lifestyle goals	⑤ ④ ③ ② ①
8	Recognize people's wellbeing achievements	⑤ ④ ③ ② ①
9	Set wellbeing goals for myself and my team	⑤ ④ ③ ② ①
10	Celebrate the success of my team in achieving shared wellbeing goals	⑤ ④ ③ ② ①

Global Embedment Strategy

ADKAR Model
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Apply

- Encourage leaders & employees to prioritize their well-being and the resources available to support them.
- **Drive engagement** through activities, challenges and tips.
- Evaluate and align benefits to guiding principles; coordinate benefit changes with the Be*Well initiative.

Tactics

- * **Be*Well Commitment Campaign**
- * Be*Well Day / Breaks / Habits
- * People Leader Training
- * Reinforce Be*Well strategy with Annual Enrollment efforts

Apply | Challenges

Drive engagement through activities, challenges and tips.

A **Global Commitment Challenge** was implemented starting with leadership testimonials to ensure employees felt engaged and supported on their Be*Well journey.

- ★ Employees were asked to complete a printed commitment card and share it with others, whether at their location or digitally on #WhirlpoolLife on the employee newsreader.



Apply | Challenges

Drive engagement through activities, challenges and tips.

To promote the benefits of walking as a daily habit, NAR hosted the **#OneWhirlpool Walking Challenge**. U.S. and Canada employees were encouraged to track their steps weekly for seven weeks with a goal of 102,690,675 steps. For every lap around the globe, Whirlpool would donate \$50,000 to United Way.

- ★ CEO Marc Bitzer kicked off the challenge with a 1-mile walk around the Lakeview Campus trails.



Global Embedment Strategy

ADKAR Model
Awareness
Desire
Knowledge
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Embed

- Ingrain Be*Well into the organization's culture.
- **Leverage senior leader sponsorship and systematic integrations** to reinforce the education & application of Be*Well.
- Invest in a global well-being portal to create a consistent employee experience.

Tactics

- ✳ Integration into town halls & staff meetings
- ✳ **Leadership sponsorship & storytelling videos**
- ✳ Integration with our Employee Value Proposition
- ✳ Be*Well Champion network
- ✳ Integration into I&D month activities

Foster a Be*Well Culture

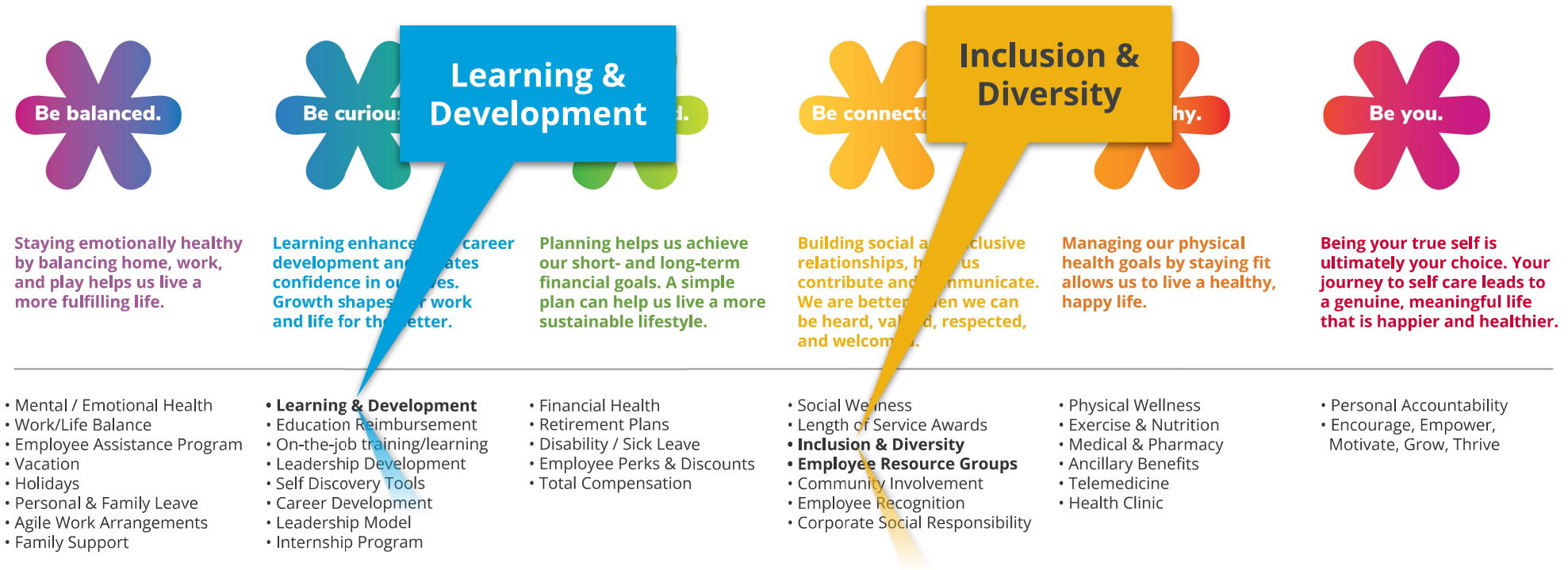
- **Champion Be*Well.** Make well-being a priority within your teams, keep it part of your everyday conversations.
- **Participate.** Be a part of a Be*Well Campaign or event, share your wellness story, journey or positive experience with Whirlpool benefits.
- **Communicate.** Consistent communication and messaging to ensure team members are aware of the support and resources available to them.
- **Provide regular feedback.** What topics of well-being are most important to you? Tell us about it! Engage in conversation to help embed wellbeing in our culture.



What Will
You Do?

Embed | Integration

Leverage systematic integrations to reinforce the education and application.





Workplace Wellness:

Approaches for implementing self-care strategies

- **Encourage employees** to engage in breaks throughout the workday **to practice self-care** and energy management.
- **Leverage storytelling** to amplify unique and personal Be*Well journeys.

Encourage Breaks

We encourage all employees to engage in **Be* Well Breaks** throughout the workday to practice self-care and energy management. Suggestions to incorporate into a daily routine are provided and included in the toolkits.

Even quick and mindful breaks can be beneficial! 60 seconds to fill up your water bottle can be enough to rejuvenate your thoughts and body.

- ★ A Be*Well Break Planner to map out time for the breaks throughout the week were provided to employees.

be*well BREAKS

Use this template to plan your breaks throughout each week

						TO DO
						<p>What will I do this week to promote my Be*Well breaks?</p> <div><div></div><div></div><div></div><div></div></div>
						BREAK IDEAS
						<p>30 seconds</p> <ul style="list-style-type: none">• 4 deep, slow breaths• Close your eyes and clear your mind <p>1 minute</p>

Be*Well Breaks

Example

What will you do to Be*Well this week?

30 seconds

- ☐ 4 deep, slow breaths
- ☐ Close your eyes and clear your mind

1 minute

- ☐ Relocate where you're working
- ☐ List 3 things you're grateful for
- ☐ Refill your water and drink some

5 minutes

- ☐ Listen to your favorite song
- ☐ Grab a healthy snack

15 minutes

- ☐ Do a short reflection or prayer
- ☐ Write a journal entry
- ☐ Sit outside in the fresh air

30-45 minutes

- ☐ Do your favorite online workout
- ☐ Run a quick errand

1 hour

- ☐ Take a nap or shower
- ☐ Read a book
- ☐ Do your favorite exercise

Several hours

- ☐ Cook a meal from scratch
- ☐ Do some gardening inside or outside

Leverage Storytelling

These 60-minute discussions are led by a lead team member highlighting one of the Be*Well six pathways.

The purpose of the session is for the leader to support employees' well-being by sharing their own journeys and encouraging HR employees to engage with a specific Be*Well pathway.

- ★ A facilitator guide is provided that includes a sample agenda, including tell your wellbeing story. Share struggles, ambitions, highlights. Be authentic. Share your personal wellbeing commitment and how you use Be*Well Breaks.

Be connected.

Building social and inclusive relationships helps us contribute and communicate. We are better when we can be heard, valued, respected, and welcomed.

Think about

Engaged employees have a purpose and drive to achieve more for the organization. Employees are motivated by their work.

Investing in other people's personal or professional growth helps employees to not only grow themselves but also the organization.

Inability to handle stress or strong social network can lead to employees being equipped to manage stress.

Absenteeism and performance. What employees are dealing with at home (e.g., caring for family, cultural differences, and health issues) can influence performance, attitude, and attendance.

Act quickly on feedback. Employees who strongly agree that their organization acts on employee feedback are much more likely to be engaged.

Coping skills. Isolation, interpersonal conflict, and a poor relationship with a supervisor or peers causes feelings of being undervalued, disrespected, or unwelcome.

"Another excellent Be Well session! Thank you for putting these together and for allowing them to be so interactive - loved all of them!"





5 Key Takeaways:

1. **Create a brand identity** that reflects the framework
2. **Develop a robust editorial calendar** that highlights each aspect throughout the year
3. **Educate, Apply, & Embed** to gain buy-in and accelerate adoption
4. **Encourage employees** to practice self-care
5. **Leverage storytelling** to amplify personal journeys



Whirlpool

KitchenAid®

MAYTAG®

 **INDESIT**

in  erator®

AMANA®

BRASTEMP

Hotpoint*

 **Bauknecht**

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Consul

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