

A BIG DISCONNECT

Exists Between **IMPORTANCE** and **PARTICIPATION** in Wellness Programs

While **70%** of employees say wellness is valuable



Only **9%** take full advantage of the wellness programs offered by Enterprise companies



TOP REASONS

that employees do not participate in wellness programs

They're **too busy** with their jobs



Programs **do not suit** employees' lifestyle



Employees are **not fully aware** of what the company offers

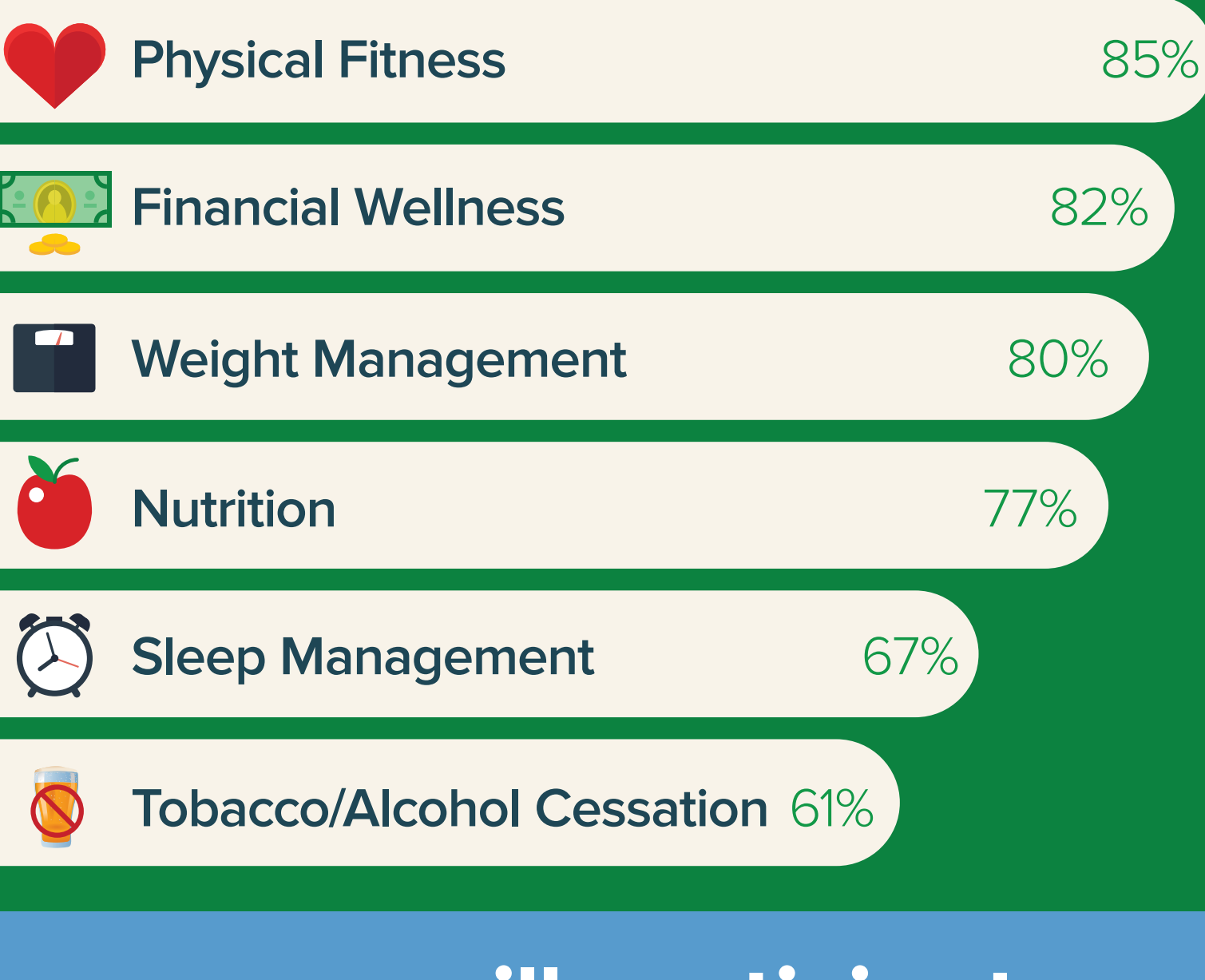


On top of that: **more than half** have **little to no understanding** of what "corporate wellness" even means

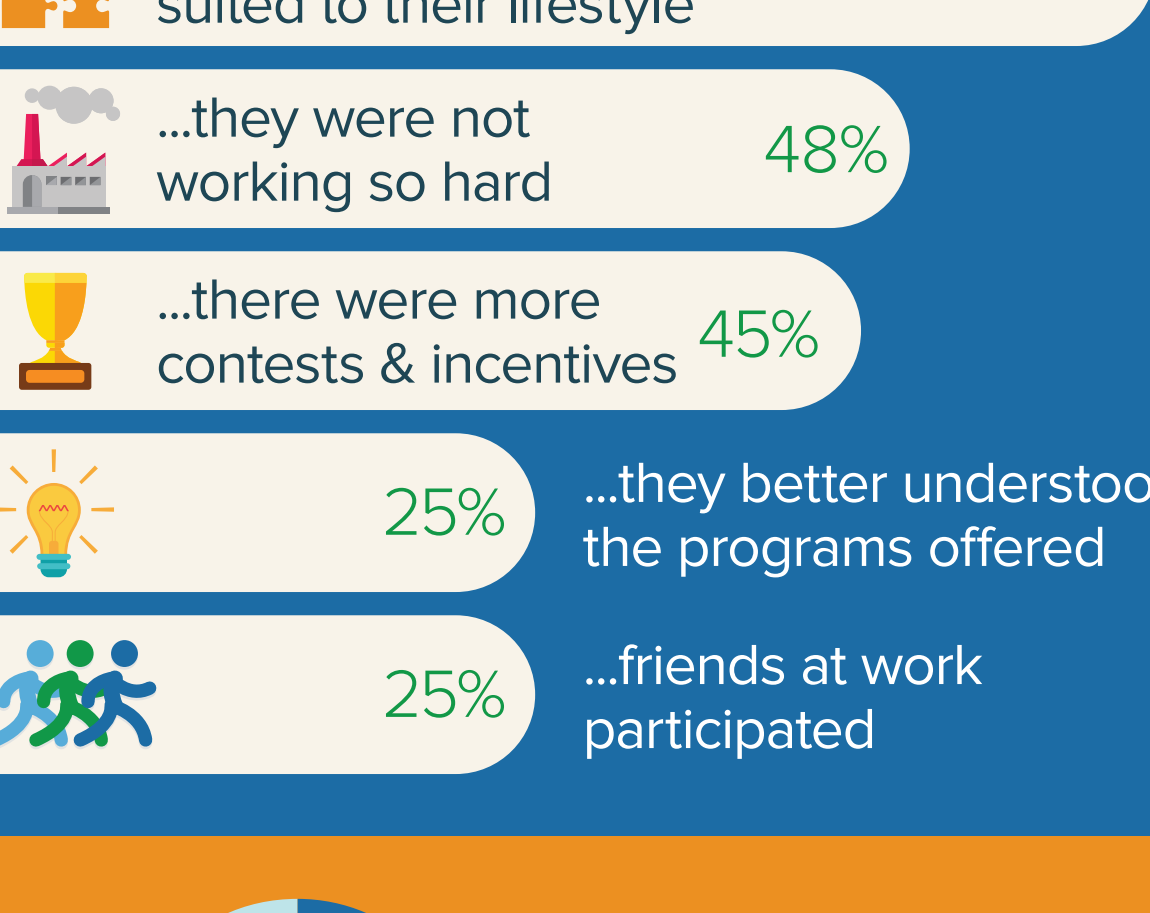
47% say their biggest wellness challenge is **insufficient activity** followed by **stress** and **poor nutrition**



The types of wellness programs that are important to employees:



Employees will participate more, if...



36% say their company **doesn't do enough to drive a culture of wellness**

30% say their manager **doesn't support balancing work with staying fit**

46% wish their company **provided better wellness benefits**

66% say **incentives are very important** to motivate wellness programs

38% wish their company would **educate them more on all the wellness benefits** they provide

There is a **HUGE OPPORTUNITY** for companies to:



- educate** employees on wellness programs
- offer better** wellness programs that suit employee lifestyles
- incentivize** to motivate employees

Source: 2014 Enterprise Employees Wellness Research by GuideSpark

GuideSpark transforms how organizations communicate and engage with their employees by creating customized video and mobile experiences and measuring employee engagement across every stage of the employee life cycle

