

TIM CORBETT

CREATING WORKPLACE HEALTH.CHANGE.

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3D change
Making it happen
The most important person
The ONE thing
Workplace health is....

How do we create workplace health change?

It takes a combination of change actions in an integrated approach, to create change.

This presentation brings together experience in generating change in health in organisations and provides an approach to help you create your own change.

3D change

= people + place + passion. It takes all 3 to create change that sticks

Making it happen

= the approach to creating change

The most important person

= may not be who you think it is...

The ONE thing

= focus on this and everything else will flow into place

Workplace health is...

= my 'thesis' of what workplace health is

CHANGE IS 3D



3D CHANGE

PEOPLE
PLACE
PASSION



3D CHANGE

PEOPLE
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PASSION



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3D change
= people

Organisations are made up people brought together for a common purpose working under a common system. The key feature of this is 'people'.

To create change we need to find the triggers and the touchpoints that move people. Where do they work, live, shop, play, pray? What's important to them? What will move them? Who do they change for?

Too often in workplace health we start from what's important to us and then we wonder why they are 'hard to reach'. So we need to start where people are at and engage them in what makes sense to them.

We need to find the social networks, the hidden leaders, the 'soul' of the organisation and enhance and build this

If we do this then we can talk less about health or more about being connected, strong and supported. Our workplace interventions will be based more on what makes people strong and less on their clinical indicators, which while important, only have short term impact on change.

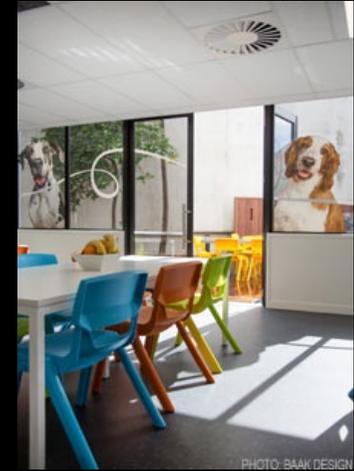
People based change is the way to go. It builds its own momentum

3D CHANGE

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3D change
+ place

Behaviour is a function of personality x environment. Personality can be hard to change but the physical and social environment can be altered to encourage the type of behaviour you want.

Re-look at your workplace and see where you can add energy, vigour and vitality to the surroundings. Look too for places where you can promote and showcase examples of 'people power' and change in action in the workplace community.

The images in the presentation are from Effem Foods who have won the Best Place to Work award 5 out of the last 7 years. Their 'environment' includes 'Dog Days' on Fridays when staff bring in their dogs to work. That's workplace 'wellness' in action – social connection, social support and personal engagement.

IRONMĀRI®



3D CHANGE

PEOPLE

PLACE

PASSION

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3D change
+ passion

While your workplace wellness programme may get implemented for a strategic objective for the company or for 'health risk management', the catalyst to make change happen is the passion of the people – what drives them, what makes them back each other, what brings them to work each day....

A great example is the passion of the IronMaori whanau and kaupapa. In just a few short years, from humble beginnings, IronMaori has grown into a series of triathlons that bring together 1500+ triathletes, young and old and their whanau. The passion has turned this into a social movement that is way bigger than the 'sum of it's parts'.

Find the passion that drives your people and base your change in that.

3D CHANGE
BUILDING BLOCKS
OF WORKPLACE HEALTH

PEOPLE
PLACE
PASSION



MAKING CHANGE HAPPEN



CHANGE

MAKING CHANGE HAPPEN

LOOK, LISTEN, FEEL

Before you start, step back and look at what's happening in your workplace. Sit in the lunch room, dispatch area, 'smoko' area, pool table etc and get a feel for where you people are at.

MAP THE COMMUNITY

What language do they use, who are the key players and movers of people.? Who's connected to who? What are the social patterns in the business?

MAP THE HABITS

Look at how and why people behave. What drives the behaviour? There may be 'system changes' you can make that negate 'ill-health'. What are the enablers for health change?



CHANGE

ASK THE EXPERTS

Not us, them. Not in a focus group but round the BBQ, over coffee while playing pool ... Ask them how to do it.

START WITH WHAT'S IMPORTANT

To them, not you. Family, friends, faith? Find out what's important to them and embed your objectives in their aspirations.

BUILD ON CONNECTIONS

There will be networks and connections in the work community, use these as 'social channels' to distribute your message/change action.

BUILD INTO CURRENT ACTION

It's hard for business and people to make drastic change. Instead of asking for big changes, make small changes across the workplace. 20 x 5% change is much easier than a 100% change.

MAKE IT 'REAL'

Real language, real people, real issues. Talk and walk like them not a clinician.

DON'T TALK 'WELLNESS'

It's a policy term not a 'real' word



CHANGE

At some stage, a senior executive is going to have a health scare (CVD, stroke, PSA, melanoma)

Use this as a launch pad to generate change for everyone in the business

MAKING CHANGE HAPPEN

OR, WAIT FOR A PERSONAL HEALTH CRISIS



MAKING CHANGE STICK

MAKE IT PART OF THE BRAND

Use your workplace health programme to reinforce your company culture and employment brand. Make it go with the 'flow' of the business not against it.

MAKE IT PART OF THE KPI'S

Measure it, use it to reach workplace KPI's. That will give it 'power'

MEASURE PROCESS AND OUTPUT

The process of change is just as important as the outcome. Building the habits to lose weight (stress management, sleeping well, healthy eating, social connection, self esteem self efficacy, activity) are just as important as the actual weight loss. Plus they are enablers to achieve other outcomes (job satisfaction, team work, engagement etc) Measure the 'journey' and the 'destination'



THE MOST IMPORTANT PERSON

THE MOST IMPORTANT
PERSON IN WORKPLACE
HEALTH

is the accountant

You need to transfer your health outcome goals and passion into 'accounting-speak' – ROI, Cost savings, Efficiency, Bottom line improvement ...

it's also the 'social butterfly'

The person who can get everyone to sign a 1ft square birthday card but keep it hidden from the birthday girl or boy. She or he is your 'champion'.



THE ONE THING

KEEP THE BRAIN CALM AND HEALTH HAPPENS

Your brain is the key driver of your cravings, desires, motivation. What you eat, how you feel, how fast and far you can run. How you sleep and how you use Tim Tams as emotional medicine.

An agitated brain (work load, multi tasking, 'e-stress') leads to over eating, under exercising, poor sleep, caffeine and TV/Facebook addiction.

Keep your brain calm, and the body follows.



Workplace health is..

tapping into the soul, the **kaupapa**, the **heartbeat**, the **people power** in a workplace

building **community** and making **connections**

building **mana**, **self efficacy** and **self belief**

Then, health happens

(and safety and engagement and productivity and growth and profit)