



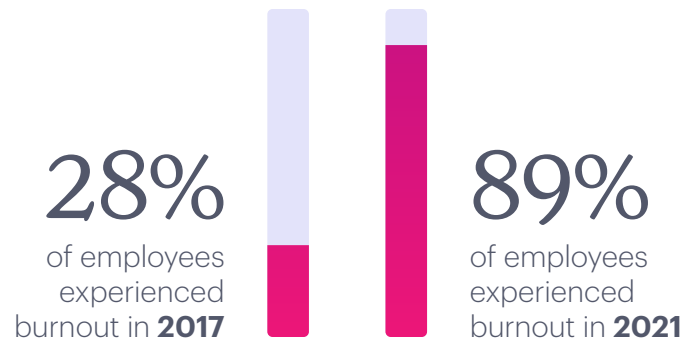
Get personal: An employer's guide to ending burnout

2022 INDUSTRY RESEARCH REPORT



Workplace burnout has been a reality since the 1970s,¹ but the concept has taken on increased importance as the stresses of working through a global pandemic pushed many people to and beyond their breaking points.

When 89% of employees say they've experienced occupational burnout over the past year, and 27% of those say they experience burnout "all of the time," it's clear that employees are struggling.² By comparison, just 28.1% of the general employee population reported such feelings in 2017.³



This increase in burnout comes with a significant human cost, contributing to increased levels of depression and anxiety, alcohol dependency, and an elevated risk of heart disease, diabetes, and infertility.⁴ Burnout can also have a dramatic impact on employee job performance: reducing efficiency, increasing absenteeism, and leading to higher attrition rates. For evidence, we need look no further than the ongoing Great Resignation. An average of 3.98 million workers quit their jobs each month in 2021,⁵ the highest average on record, and burnout was the cause most commonly cited for leaving a job.⁶ There are signs that this trend could continue, as half of employees say they have thought about resigning in the last 18 months because of mental health issues.⁷ All told, the impact on a company's financial outcomes is significant, adding between \$125 billion and \$190 billion each year in healthcare costs, and costing employers \$3,400 of every \$10,000 in salary because of disengagement.⁸

The bottom line: Employees are looking for support, and in many cases they are not finding it.

While 86% of employers consider mental health, stress, and burnout top priorities for 2022, nearly half had not settled on a prevention strategy as recently as late January.⁹ To further complicate the issue, there is a disconnect between how well employers feel they support workplace mental health and how their employees perceive that support.¹⁰ More specifically, employers rate themselves 7.6 out of 10 for their mental health efforts, yet employees rate their employers just 4.4 out of 10, and only 20% of employees say their HR department has offered productive solutions when they have tried to discuss burnout.¹¹

employers rate
themselves

7.6/10

for their mental
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4.4/10



When employees feel a lack of support, they ultimately end up looking elsewhere. As a result, more than two thirds of employees say they would be willing to consider leaving their current company for a new job that offers comprehensive resources, benefits, support, and/or policies intended to reduce burnout,¹² and three quarters of employees say that access to personalized, confidential mental health benefits would make them more likely to stay in their job.¹³

The many faces of burnout

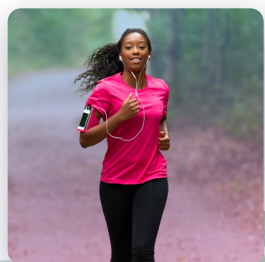


To address burnout in the workplace, you first have to acknowledge and understand the issue. Employers can start by learning what burnout looks like in their employee population. Characteristics or behaviors to watch for include:

- Expressing low energy or exhaustion.
- Demonstrating detachment from or negative feelings toward their job.
- Cutting short or canceling meetings to free up work time.
- Taking shortcuts on processes or quality to complete activities faster.
- Making more mistakes in work or otherwise demonstrating a decline in quality of work.
- Missing deadlines.

Employer strategies to reduce burnout

As a leading provider of on-demand, virtual wellbeing content for the workplace, Wellbeats works closely with employers to support and improve employee health and wellbeing. These experiences have helped us identify several strategies that employers can implement to reduce feelings of burnout among their workforce. The good news is there are several strategies employers can pursue to address burnout directly, such as providing virtual or in-person mental health support or therapy sessions or fitness classes that allow employees to sweat out their frustrations. Alternatively, flexible schedules allow employees to plan their work around family and other commitments, which can relieve stress and feelings of burnout from having to juggle multiple responsibilities while at work.



Other approaches include addressing factors that may contribute indirectly to burnout. For example, building social connections among employees helps people feel more engaged in their workplace, but remote working can make this challenging. DE&I initiatives play an important role here because when a workplace culture embraces the diverse and unique characteristics of its members, it becomes easier for co-workers to connect and feel a sense of belonging or community.

STRATEGY SPOTLIGHT:

Fairway Independent Mortgage Corporation



Fairway Independent Mortgage Corporation is a leading nationwide mortgage lender with corporate headquarters in Madison, Wisconsin and Carrollton, Texas; more than 10,000 employees; and over 500 branch locations. Fairway implemented Wellbeats on July 1, 2020 as part of an effort to better support employee wellbeing when the majority of their workforce transitioned to working from home. Since then, engagement with Wellbeats has grown steadily, with over 26% enrollment growth in 2021 and more than 2,800 employees currently enrolled.



Battling burnout

- Virtual wellbeing content from Wellbeats
- Gym-quality equipment for full-time employees
- Lounge areas, workout facilities, and dedicated wellness rooms
- Flexible schedules and remote work that match home and business needs
- Up to six free mental health counseling sessions per situation, per year for employees and family members
- Unlimited financial counseling
- Fairway Cares program that supports employees and their family members and friends who are battling critical illness, physical trauma, and loss
- Fairway's American Warrior Initiative (AWI) promotes education and inspiration and gives back to military families and veterans
- Eight hours of paid time off for volunteering yearly

DE&I strategies supporting burnout

Fairway promotes its DE&I efforts on a company intranet page with insights and activities to engage and support diversity and inclusion, helping employees get involved and learn about what makes Fairway's workforce unique. Educational materials cover topics such as Black History Month, and featured stories and podcasts highlight diversity in the company. They also have a diversity and inclusion committee that helps promote and celebrate diversity across Fairway and Employee Resource Groups to unite employees in connection, support, education, and mentorship.



Nancy Stobbe

Certified WELCOA
Well Workplace Practitioner,
Wellness Program Manager

“Wellbeats helps keep our remote workforce active and engaged in their wellness goals.”

GuideWell is a not-for-profit health solutions company headquartered in Florida. GuideWell companies (including Florida Blue, a health insurance plan for individuals and families) serve 46 million people and are committed to helping individuals achieve better health by connecting communities through outreach, financial support of community health programs, volunteer efforts, and sponsorship of fitness and wellness programs. GuideWell introduced Wellbeats in April 2021, and in less than one year, they have seen month-over-month engagement growth, reaching 21.73% of 8,900 eligible members in January 2022. GuideWell employees are actively engaged with Wellbeats content, recording an average of 7.7 Wellbeats class plays per employee, per month.



Battling burnout

- Provide onsite fitness center and virtual fitness and wellness classes with Wellbeats
- Launched LiveWell wellness hub for employees in January 2022
- Employee assistance programs, virtual resources, and free coaching or therapy sessions to support mental health
- Flexible work schedule

DE&I strategies supporting burnout

GuideWell employees are as diverse as the population they serve, and supporting their needs has always been a priority. During protests in response to the murder of George Floyd, the organization held a number of activities to support employee mental health and reinforce its commitment to diversity. In addition, GuideWell earned a score of 100 on the Disability Equity Index for initiatives to support employees with mental health and caregiving programs, and it has been named a Best Place to Work for Disability Inclusion.



Juan Simons

Wellbeing Program Analyst

“Wellbeats fits seamlessly within GuideWell’s LiveWell program by providing employees the opportunity to explore different aspects of wellbeing. The platform is user-friendly, and classes vary in length and are designed for beginners, experts, and in between, which makes the platform accessible to all employees.

To further engage employees, we’ve also included Wellbeats into our incentive program whereby employees may earn dollars towards their HSA or FSA by meeting monthly goals.”

STRATEGY SPOTLIGHT:

Apex Capital



Apex Capital is a leader in freight factoring, purchasing freight bills at a discount in exchange for upfront funds. Over the past 25 years, the company has revolutionized the industry by leveraging technology to accelerate change and providing legendary service through flawless execution and ongoing commitment to servicing clients, partners, and employees. The company launched Wellbeats in February 2021 with 365 eligible members and saw 41.29% engagement that same month. Apex employees are highly engaged out of the gate, averaging 7.56 class plays per employee each month.



Battling burnout

- Wellbeats virtual streaming and onsite classes
- Goal-based programs and incentives
- Well-O-Ween health fair
- Lunch Bunch program to help develop relationships across the company

DE&I strategies supporting burnout

The face of the American trucker is changing, and the United States now has more than 1.5 million minority truck drivers. To support this welcome change in its workforce, Apex Capital holds memberships in Women in Trucking, Laredo Motor Carriers Association, and North American Punjabi Trucking Association, all of which support diversity in the trucking industry.



Sarah King

Senior Health and Wellbeing
Manager

“Wellbeats allows our team members to get the physical activity, nutrition education, and stress management tools they need, when they need them. Instead of being forced into certain schedules, Wellbeats meets our people where they are and makes wellness easy!”



Minneapolis Public Schools

One of Minnesota's largest public school districts, Minneapolis Public Schools has 6,200 teachers and staff and 100 public/special education and alternative schools. The district launched a trial of Wellbeats when distance learning commenced in early 2020, and the offerings proved so popular the program was then rolled out to the entire district in July of the same year. District employees logged into the Wellbeats app 3,379 times in January 2022, up from 873 times in December 2021. Currently, 27.14% of eligible employees are enrolled in Wellbeats, with engaged users averaging approximately 11 class plays in January 2022.



Battling burnout

- Wellbeats virtual streaming and onsite classes
- Virtual and in-person mental health services and up to four free coaching or therapy sessions per issue, per year
- Team-based challenges designed to build connections among employees

DE&I strategies supporting burnout

As a diverse public school district, DE&I has been an ongoing focus, challenge, and triumph for Minneapolis Public Schools. The district's Equity and Integration Department leads efforts to ensure that every student has access to quality academic programs and the support they need to be successful regardless of race, economic status, or household circumstances. The district works to build authentic relationships with and among students, staff, and families; to ensure representative enrollment in advanced courses; and to create welcoming and safe school environments.



Lindsay Biller

Employee Wellness
Coordinator

“Wellbeats has been really successful with our employees. Wellbeats makes fitness accessible to everyone, regardless of their fitness level. Wellbeats is ‘the missing link’ that enables greater fitness and wellbeing at home”

Beating burnout: Tips from Wellbeats instructors



Whether your organization chooses to take a macro-level or micro-level approach to burnout, it's essential to create a program that is affordable, accessible, approachable, and personalized. Variety is essential because everyone battles stress in different ways. Some might love a mindfulness break or a yoga class to settle their mind while others prefer to sweat out the stress with a high-intensity workout or other activity to relax and unwind. By offering options that appeal to employees of all ages, interests, and ability levels, you can increase the likelihood that your entire workforce – and their dependents – will stay engaged over time.

The following insights from Wellbeats instructors reflect a variety of approaches to beating burnout.

Mindfulness

Burnout is more than being exhausted. It is an overwhelming feeling of being completely drained, extremely tired, or numb to the point you feel like you have nothing else to give. Practicing mindfulness makes you more aware of your inner state. By cultivating a greater state of awareness, you have greater access to the signs and symptoms of burnout before it occurs.



Nicole

Yoga teacher, life coach, self-care advocate, and Wellbeats instructor

MINDFULNESS TIPS:

Practice square breathing:

Inhale for a count of four, pause and hold for a count of four, exhale for a count of four, hold for a count of four, and continue until you feel calm and focused.

Practice STOP meditation:

- Stop whatever you are doing for a few moments.
- Take a few deep belly breaths.
- Observe how you are feeling.
- Proceed with greater present moment awareness.



Jan

Certified yoga instructor, vegan chef, and Wellbeats instructor

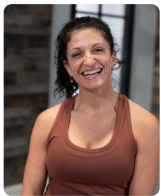
MINDFULNESS TIPS:

Rest when you need it, whether that means stepping away from what you are doing for a few hours or a few days. Pay attention to signs you are getting to the point of burnout, and don't be shy about being your own advocate.

Acknowledge what you feel and give it validation. Don't try to block it, hide from it, or run away from it.

Fitness

It's easy to become burned out mentally and physically. We all have the desire to push ourselves and then feel guilty for taking a day off. When you wake up and working out feels like work, that is your body telling you to slow down. We all have a baseline for where we start and a limit that we can work to. Making choices based on these can help us learn to listen to our bodies.



Becky

Group fitness coach, trainer, and Wellbeats instructor

FITNESS TIPS:

Try to get all of the elements of physical fitness in weekly – cardio, strength, and flexibility.

Stretch before getting out of bed to wake up your body.

- Pull your knees to your chest and twist gently from side to side.
- Stretch one arm across your body at a time.
- Roll your wrists and ankles.

Begin each day with gratitude. Say things you are grateful for, and it will help set the tone for the day.



Jodi

Fitness and nutrition coach, personal trainer, and Wellbeats instructor

FITNESS TIPS:

Define your boundaries and timing for self-care, exercise, and proper nutrition. Start small to provide success through small wins and increase from there.

Celebrate your wins with something you enjoy that stays within the boundaries of improved health and wellbeing, such as a massage, workout gear, or clothing.

Include others in your goals and aspirations for health to provide accountability and support, and even a little healthy competition.

Nutrition

Good nutrition is one factor we can control to help us deal with physical and emotional stress. We are less likely to reach burnout if we fill our plates with nutrient-dense foods, stay hydrated, move our bodies, and get enough sleep each day. Using mindfulness as a tool during snack times supports good nutrition and portion control. Piling on the veggies helps, too.



Christina

Functional nutritionist, nutrition coach, and Wellbeats instructor



Kim

Ph.D. in Health Promotion, yoga instructor, and Wellbeats instructor

NUTRITION TIPS:

Meal plan and prep. Spending a couple of hours each Sunday preparing for the coming week makes it easier to pack your meals with nutrient-dense foods.

Get in the kitchen. It doesn't need to be a complicated meal. Make a big batch of rice, cook chicken breasts or beans, and roast a pan of vegetables for multiple grab-and-go meals.

Eat mindfully. Eating while responding to emails or multi-tasking is hard on your digestive system. Take a deep breath before you begin, chew thoroughly, and take small sips of water while you eat. Rushing through a meal makes people feel bloated.

NUTRITION TIPS:

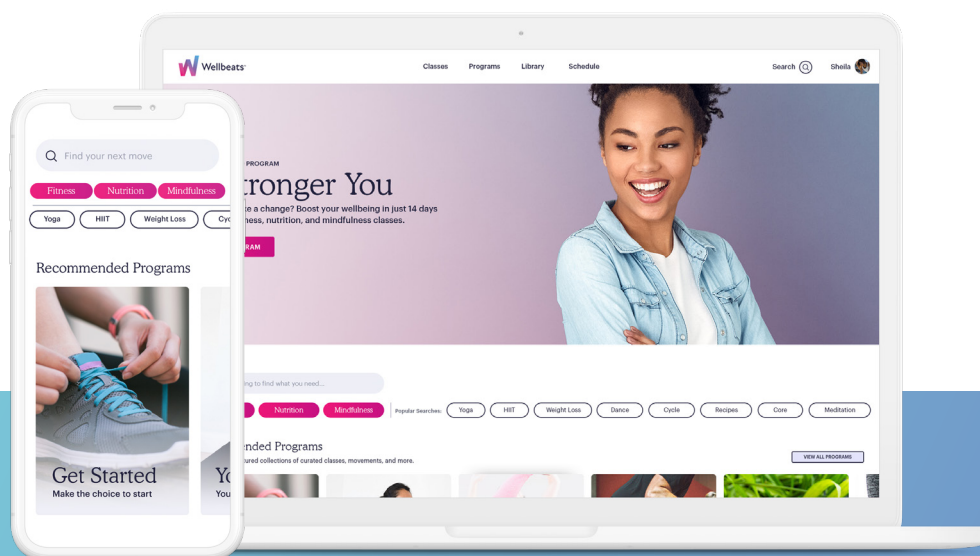
Drink more water. Many afternoon energy slumps are the result of dehydration. On average, we should drink half our body weight in ounces of water each day. Try using a refillable water bottle and putting a rubber band around it for each time you need to refill it during the day. Remove a band each time you fill up.

Eat at home more often. What you make is generally more nutritious and lower in fat and calories than what you would eat out. It also gives you more control over portion sizes.

Take the next step

Burnout is a complex issue, and the stakes for creating an effective response have never been higher. For employers, the challenge is to develop a nuanced approach that addresses the needs of a diverse workforce.

Wellbeats helps by providing on-demand access to **1,000+ virtual fitness, nutrition, and mindfulness classes**. With classes available for users of all ages and ability levels, Wellbeats makes it simple to equip employees with the resources they need to overcome burnout and improve mental and physical wellbeing.



Wellbeats is a benefit more than
2.3 million employees love.

Contact Wellbeats today to learn
more about addressing burnout in
the workplace.

7.4
Average Monthly Class
Plays per Engaged User

★★★★★
4.7/5 Average
Class Rating

73
Net Promoter
Score

cdsales@wellbeats.com

Notes

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