

A STUDY OF CORPORATE WELLNESS PROGRAM AN INITIATIVE TO IMPROVE WORK LIFE BALANCE

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ABSTRACT:

Corporate wellness programs are initiatives by organizations to promote and improve the physical, mental, and emotional well-being of their employees. These programs are designed to help employee to lead healthier and happier lives, which in turn can lead to increased productivity, job satisfaction, and overall organizational success. Work-life balance is an essential aspect of these wellness programs, as it is crucial for employees to maintain a healthy balance between their work and personal lives to avoid stress and burnout.

The objectives of this research are to study the concept and importance of work-life balance and corporate wellness programs; different corporate wellness initiatives currently present in the organization; the effect of corporate wellness programs on work-life balance; and the relationship between work-life balance and corporate wellness initiatives.

Keywords: *corporate wellness program, work-life balance*

Introduction :

Studies have shown that corporate wellness programs can have a significant impact on employee health and well-being. Studies have shown that employees who participate in such programs experience less stress, better physical fitness and a better work-life balance. In addition, these programs are associated with increased employee engagement and productivity, reduced absenteeism and turnover, and reduced healthcare costs for employers.

Objectives of the Study

1. To study the concept and importance of work life balance and corporate wellness program.

2. To study different corporate wellness initiative currently present in the organization.
3. To study effect of corporate wellness program on work life balance.
4. To study relationship between work life balance and corporate wellness initiative.

Literature review

1. Norizan Baba Rahim (2020), Linking Work-Life Balance and Employee Well-Being: Do Supervisor Support and Family Support Moderate the Relationship? The study investigated the relationship between work-life balance, career satisfaction, psychological well-being, and the moderat-

ing role of supervisor support and family support in an Open Distance Learning university's staff. The primary data was collected through a survey questionnaire, and the findings suggest that work-life balance is positively related to both career satisfaction and psychological well-being. However, neither supervisor support nor family support was found to moderate the relationship between work-life balance and individual well-being.

2. Dr. Indu Gautam (2019), *A Study of Work-Life Balance: Challenges and Solutions*, The study investigated the impact of work-family conflict and family-work conflict on the well-being of individuals employed in the private sector in India. Work-family conflict refers to the conflict between work and family roles, while family-work conflict refers to the conflict between family and work roles. The study measured well-being in terms of family satisfaction, work satisfaction, and psychological distress.

The study found that the main cause of work-family conflict was excessive working hours and inflexibility in work schedules. The study recommended that employers can improve work-life balance by introducing family-friendly policies such as flexible working hours, time off in lieu, compressed working weeks, and support for childcare and eldercare. Overall, the study highlights the importance of work-life balance and its impact on individual well-being. Employers can take steps to improve work-life balance and promote a healthier and more productive work environment.

3. Dayang Nailul Munna Abg Abdullah (2012), *Effects of Wellness Programs on Job Satisfaction, Stress and Absentees Between Two Groups of Employees (Attended and Not Attended)* In this study researcher took the sample from the major telecommunication company in Malaysia. 125 employees of the company were selected for the research by random sampling method. Out of 125 employees 63 respondents had attended the wellness programs whereas the other 62 had not attended the programs provided by the company. Researcher observed that those employees who have attended the wellness program their work will improve day by day; they are easily able to make their work life balance properly. Their absentees become less. Their productivity level, innovative level will be increased. Wellness program promoting employees to be concerned about their health status, possibility of having sickness, and custom-made treatment for their health.

4. CRAIG MARSHALL (2020), *Analysis of a Comprehensive Wellness Program's Impact on Job Satisfaction in the Workplace*. The study by Craig Marshall (2020) aimed to examine the extent to which a comprehensive wellness program affects employees' job satisfaction levels. The study focused on identifying whether participation in the wellness program affected employees' extrinsic and intrinsic job satisfaction levels. Extrinsic job satisfaction refers to the external rewards or benefits associated with a job, such as pay and benefits, while intrinsic job satisfaction refers to the internal rewards or benefits associated with a job, such as job autonomy and work meaningfulness.

The study found that there was a significant difference in extrinsic and intrinsic job satisfaction levels between employees who participated in the wellness program and those who did not. Specifically, employees who participated in the wellness program reported higher levels of extrinsic and intrinsic job satisfaction compared to employees who did not participate.

5. Timothy Gubler (2017), *Doing Well by Making Well: The Impact of Corporate Wellness Programs on Employee Productivity* The study by Timothy Gubler (2017) aimed to investigate the impact of a corporate wellness program on employee productivity. The study collected data from 111 workers in five laundry plants and used a panel of objective health and productivity measures. The existing research has primarily focused on cost savings from insurance and absenteeism, but this study focused on the impact of wellness programs on worker productivity.

The study found that employees who participated in the corporate wellness program had improved health and increased productivity levels. Both sick and healthy individuals who improved their health through the wellness program saw an increase in productivity by about 10%. The surveys indicated that the sources of improved productivity were better diet and exercise.

6. The study by Hasan bin Saleh (2015) aimed to investigate the relationship between work-life balance (WLB) and employee satisfaction in Malaysia's higher education institutions (HEIs). The study focused on

identifying how to properly balance employees' work and family life, the impact of family problems on work, and how work-life balance affects employees' personal lives and satisfaction.

The study found that employee wellness programs were the dominant factor contributing to work-life balance and employee satisfaction in Malaysia's HEIs. The study suggested that employers could enhance employee satisfaction by promoting work-life balance through the implementation of wellness programs. Such programs could include flexible working hours, leave policies, and family-friendly initiatives such as childcare support.

7. The study by Hector De La Torre and Ron Goetze (2016) focused on designing a corporate wellness program that actually works by avoiding pitfalls that can lead to ineffectiveness. The study identified five common ways that do not lead to impactful wellness programs, including administering health risk assessments only, paying people to change their habits, sending people to health plan websites, introducing short-term campaigns, and hiring vendors to fix unhealthy employees.

The study suggests that for a successful wellness program, organizations need to incorporate leadership commitment and support, building a culture of health, asking for health, spreading the word, and offering smart incentives. A leadership commitment and support can create a culture of wellness within the organization, which can lead to increased employee engagement and participation in wellness programs. Building

a culture of health involves creating an environment where employees can prioritize their well-being and make healthy choices.

The study also suggests asking for health, where the organization encourages employees to take charge of their health and make informed decisions. Spreading the word can involve using various communication channels to promote wellness programs and increase participation. Finally, offering smart incentives such as providing rewards that align with employees' wellness goals can help increase participation and engagement in the wellness program.

The study highlights the importance of designing a comprehensive wellness program that incorporates various strategies and avoids common pitfalls. By incorporating the recommendations suggested by the study, organizations can create an impactful wellness program that promotes employee well-being and engagement, leading to improved organizational performance.

What is corporate wellness program?

A corporate wellness program is a workplace health promotion activity designed to support and improve the overall health and well-being of employees. These programs aim to prevent or reduce the occurrence of health problems and diseases among employees by promoting healthy lifestyle choices and behaviours. Corporate wellness programs may include various initiatives such as health assessments, nutrition counseling, fitness classes, stress management workshops, and other health education activities. The ultimate goal of corporate wellness programs is to improve the health

and well-being of employees while also reducing healthcare costs and increasing productivity.

Initiatives organizations can take under corporate wellness program

Impaled classes and workshop around the daily scheduled.

Offering yoga classes to the employees in their convenient timing. Understanding their need and interest area according to that design their wellness programs.

Promoting employees assistant program (EAP)

Employees sometime need to express their felling or talk to someone freely, discuss about the conflict between employees. In this case c this EAP will work as counselling session.

Global Business Collaboration (GBC):

For better workplace mental health, and to accelerate positive change for mental health and to have safe & healthy working environment a global health & wellbeing team is appointed all over the world by Global Business Collaboration.

Wellness Leave:

Wellness leave is provided by the organizations quarterly, or half yearly to focus on the health & prevent sickness. Idea behind this is to un-plug employees from their work schedule & ensures completion of their personal activities.

Online health Portal:

Use tools & information to help employees to set goals, monitor their own progress & stay motivated.

Health Assessment & lifestyle enrichment

It is a non- monetary benefit for consistently helping people to achieve business objective and is an engagement tool. It ensures employee safety, encouraging leisure, sustaining a healthy workforce.

Suggestion for helpful sessions

Work-life balance, time management, mindfulness, and other self-care issues are all major issues in the organization. Considering these issues, organizations can arrange the services of motivational speakers, instructors, and coaches who are willing to offer their expertise on these issues and indirectly help employees get their lives in order.

Other Different initiative organization can take under corporate wellness Program

Some initiatives that organizations can consider under a corporate wellness program:

Mental health support : Providing access to mental health resources such as counselling, therapy, and stress management programs can help employees cope with work-related and personal stressors.

Ergonomic assessments: Providing ergonomic assessments of workplaces and providing ergonomic equipment can help reduce workplace injuries and discomfort.

Health education workshops : Conducting workshops on topics such as healthy eating, exercise, sleep hygiene, and stress management can provide employees with the knowledge and tools to make healthy lifestyle choices.

Volunteer opportunities : encouraging and facilitating volunteer opportunities for employees can contribute to their sense of purpose and fulfillment, which can positively impact their overall well-being.

Flexible work arrangements: Allowing flexible work arrangements such as telecommuting, shortened work weeks, and flexible scheduling can help employees balance work and personal responsibilities, which can improve their overall quality of life.

Need of corporate wellness program in Contemporary business environment?

There are multiple benefits to a corporate wellness program. This corporate wellness program helps solve various health-related issues at the workplace. Health issues arise because of unhealthy consumption of food, drinks, stress, and a lack of physical activity or exercise. Because of corporate wellness programs trying to release the stress of the employees, workloads or work pressure on the employees who are mentally and physically fit will be more productive, and the atmosphere in the organization will be more positive, reducing absenteeism.

What is work life balance

Work-life balance is the state of equilibrium where an employee equally balances the demands of their personal life and their

professional life. Stress is a common indicator of a poor work-life balance. Some of the common reasons for poor work-life balance are higher responsibility at work, working overtime or in different shifts, increased responsibilities in personal life, and having small children at home.

Need of maintaining work life balance

For maintaining the physical and emotional stability of the employee, boosting up their energy, and needing to focus on work as well as family or being socially active, physical health is more important. That means they need to do regular exercise or yoga, and then and only then will their physical health be stable and they will be able to focus on their work. If the mental as well as physical health is good, then the person should be able to focus on their work and balance their life easily. If the person is able to make their work-life balance easily, this person is happy inside, and their work should be productive. He is an enthusiastic person, ready to accept new changes, adopt new technology quickly, learn new concepts, have an innovative mindset, and come up with new ideas.

Corporate wellness program as an initiative to improve work life balance

- Organisation can start a diet counselling sessions,
- Regular health check-up of employees
- Weight management program
- Fitness centre
- Paramedical services
- Naps
- yoga classes
- lunch and healthy snack

Finding

Now a days, there is lots of work load on employees, like extra working hours, achieving the target, meeting due dates, and many more challenges. So in that case, a corporate wellness program is very helpful for the employee.

Through this program, they get time for themselves. They are engaging in activities that will both increase their energy and relax their minds. In the current situation, organizations must maintain work-life balance for the betterment and satisfaction of their employees.

A corporate wellness program helps to reduce stress, try to fix their mental and physical problems, and helps them to become happier, so we can see amazing results from this, i.e., increased employee efficiency and productivity, so this can be useful for the organization's growth as well as the employees' growth.

Conclusion

In today's fast-paced business environment, employees are often expected to work long hours, meet tight deadlines, and consistently perform at a high level. As you mentioned, this can lead to high stress levels, poor work-life balance and many health problems. Corporate wellness programs can be an effective way to address these challenges and support employee health and well-being. By offering programs and resources such as fitness facilities, health screenings, counseling and flexible work arrangements, organizations can help employees maintain a healthy work-life balance and reduce their stress levels. In addition to benefiting

individual employees, corporate wellness programs can also have a positive impact on an organization's overall productivity and success. By fostering a healthy and supportive work culture, organizations can attract and retain top talent, reduce absenteeism and healthcare costs, and increase employee engagement and satisfaction. In short, investing in corporate wellness programs is a smart and proactive way for organizations to prioritize the health and well-being of their employees and foster a positive and productive work environment.

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