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OCTOBER 2024
WORKPLACE OPTIONS
**MARKETING
NEWSLETTER**



Leading with Purpose: Cultivating Employee Engagement Strategies to Inspire and Win - Global Employee Engagement Summit

The 2024 Employee Engagement Summit provided leaders with forward-thinking strategies to foster inclusive workplaces, deepen employee engagement, and prioritize psychological safety. It offered a wealth of insights presented by industry experts dedicated to enhancing workplace wellbeing and engagement. The expertise shared sparked important discussions on the critical role of employee engagement and psychological safety in the workplace. During this half-day event, leaders had the opportunity to learn best practices for boosting employee morale and achieving meaningful results.

Key Sessions and Insights

- [Employee Engagement Overview](#)

Eric Santa, COO of Workplace Options, and Donald Thompson, CEO of The Diversity Movement, kicked off the summit by sharing strategies for optimizing employee engagement. Donald highlighted the importance of intentional leadership in a digital age, emphasizing “bringing people together rather than making each interaction transactional.” Eric pointed out that engagement drives client satisfaction, retention, and business growth.

- [Igniting Employee Engagement: Leadership and Governance Strategies](#)

In this panel, Jackie Ferguson from The Diversity Movement, Joe Davis from the Boston Consulting Group, and Sunaina Sinha Haldea of Raymond James explored the value of authentic connections as the foundation of employee engagement. Insights from this session are also featured in the latest episode of the Diversity: Beyond the Checkbox Podcast.

- [Building a Psychologically Safe Workplace](#)

Oliver Brecht of Workplace Options and Barbara Veder from Avora Wellbeing discussed psychological safety as a core component of workplace engagement. Barbara highlighted trust, communication, and collaboration as pillars of a psychologically safe culture, while Oliver noted: “When you create an environment that is truly solution-focused rather than blame-focused, people feel comfortable noticing potential issues and bringing them up early.”

This session was also delivered in Spanish by Maria Doria, Director of Service Delivery - South America at Workplace Options.

- [Inclusive Leadership: Balancing People and Performance](#)

Donald Thompson and Bob Batchelor of Workplace Options explored how inclusive leadership fuels innovation and engagement.

Donald emphasized that inclusive leadership involves a thoughtful understanding of individual differences to foster innovation and engagement: "If I can build a business where my teams' ideas are heard and implemented, people implement their own ideas with more vigor, more enthusiasm and more commitment than my ideas."

This session was also hosted in French by Gana Diagne, Chief Knowledge Officer, and Dina El Helou, VP of Service Delivery - Americas at Workplace Options.

- [C-Suite Roundtable: Employee Engagement for Senior Leaders](#)

Dr. Kennette Harris from Workplace Options and Kurt Merriweather from The Diversity Movement examined the critical role senior leaders play in maintaining both their own engagement and that of their teams. Key takeaways included insights into the unique challenges senior leaders face in staying connected to their work and teams, strategies for better managing their own wellbeing, and practical tips to help teams build and sustain high levels of engagement over time.

- [WPO and IIRSM Research Insights](#)

In partnership with the International Institute of Risk and Safety Management (IIRSM), Workplace Options has conducted pioneering research into how psychological safety not only boosts engagement but mitigates the presence of psychosocial risks in the workplace. We unveiled key insights from this groundbreaking study and explore actionable strategies to building a psychologically safe culture at work. Stephen Galliano of Workplace Options and Sabreena Roberts from IIRSM shared findings from research on psychological safety's impact on employee engagement. While 88% of companies have well-being strategies, most respondents described them as "self-service" and not easily accessible. A key finding revealed that without a clear well-being strategy, trust, credibility, and corporate culture become vulnerable—ultimately impacting brand reputation and customer satisfaction.

- [Closing Thoughts](#)

The 2024 Employee Engagement Summit underscored the critical need for intentional, inclusive leadership that prioritizes psychological safety and employee well-being. Leaders left with actionable insights for building cultures that not only retain talent but empower employees to thrive.

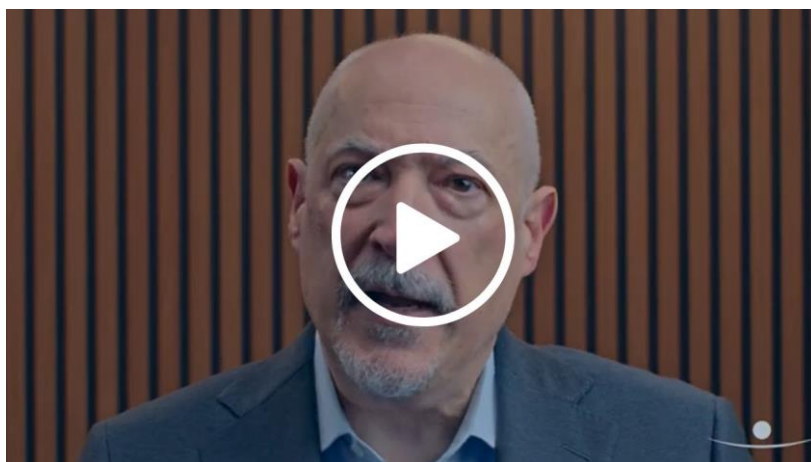
Watch the recorded sessions for a deeper dive into these transformative discussions.

[WATCH IT HERE](#)

Building Psychological Safety and Engagement with AIR25

In today's rapidly evolving workplace landscape, psychological safety has become a vital pillar for attracting and retaining talent, fostering innovation, and maximizing productivity. Recognizing its importance, Bob Batchelor, Vice President of Global Marketing and Communications, and Oliver Brecht, Vice President and General Manager of Enterprise Solutions at Workplace Options, recently shared their insights on the connection between psychological safety and employee engagement in a [Q&A](#) and [podcast episode](#). A truly inclusive workplace—where employees feel safe bringing their authentic selves to work—requires more than simply preventing discrimination; it calls for a proactive commitment to openness, empathy, and the celebration of diverse perspectives.

It's to support organizations in achieving these goals that Workplace Options introduced [AIR25: Building Psychological Safety through Inclusive Leadership](#). This training program equips leaders with the tools to foster awareness, resilience, and inclusion within their teams. WPO President and CEO Alan King, along with Susie Silver, Director of Client Success at WPO Consulting Group, emphasized the importance of trust and respect in workplace culture, especially when it comes to employee engagement. In this new video, they discuss how creating a mission-driven, supportive environment empowers employees to thrive.



The impact of AIR25 is already being felt globally. One case study highlights the experiences of a rapidly growing APAC cybersecurity firm, which partnered with Workplace Options to address the unique challenges of managing a growing, decentralized workforce. To address increased workloads and identify employee distress, the HR team partnered with their WPO account manager to implement a scalable leadership development program. They chose the AIR program for its focus on employee wellbeing, with WPO tailoring it to meet their needs. Virtual sessions were held quarterly in English and Cantonese, supporting the firm's global workforce. [Download the full case study](#) to explore the positive impact on the 90 leaders who joined this virtual program, delivered from Australia and Hong Kong.

Explore the [AIR25 program](#) to see how it can transform leadership within your own teams and create an environment where everyone can thrive.

LATEST RESOURCES

Podcast - Ambassador Training

Our latest podcast series "The Peer Approach to Supporting Workplace Wellbeing," hosted by Bianca Buie, MA, Ambassador Program Manager, highlights the IIRSM-certified Wellbeing Ambassador Program, designed to drive a culture of care across organizations. The series features conversations with the trainers who bring it to life. In this second episode, Bianca sits down with Lorene Lacey, a specialist in employee wellness with expertise in stress management, resilience, trauma, mental health, and peer support, and Vani Moodley, an expert in training Mental Health Ambassadors, improving productivity, and teaching personal wellness techniques like mindfulness breathing, meditation, and relaxation.

Tune in to explore practical tips and insights for fostering wellbeing in the workplace!

[TUNE IN TO THIS EPISODE](#)

2024 US Election - Fostering Inclusivity and Respect in the Workplace During an Election Year

[A Q&A with Donald Thompson and Bob Batchelor](#)

Business leaders and managers across the U.S. face challenging days ahead as the nation prepares for one of the most divisive and disruptive political elections in modern times. While the political field is full of fighting, workplaces must stay on track and leaders must counter the noise. Fostering inclusivity, respect, and psychological safety is complex and can be extremely difficult, but it is critical in these situations.

Issues such as harassment, bullying, social isolation, and occupational stress can escalate into serious risks to employee health, wellbeing, and productivity. How do leaders proactively safeguard their work environments so that every employee feels respected, valued, and empowered to thrive - specifically during a polarizing event when passionate opinions may quickly turn into traumatic arguments?

Two leaders at Workplace Options: Bob Batchelor, PhD, Vice President, Global Marketing and Communications, and Donald Thompson, CDE®, CEO of The Diversity Movement (a Workplace Options Company) and EY Entrepreneur of the Year, recently shared insights on how leaders foster inclusivity, respect, and psychological safety during a contentious election year.

[READ THE Q&A](#)

LATEST RESOURCES

[How Senior Leaders Can Support Employee Wellbeing During Election Season](#)

As we approach another contentious election season in the United States, the effects of a wildly polarized political climate will inevitably spill into the workplace. For senior business leaders, preparing teams for the emotional and mental challenges ahead is a necessity. Regardless of the election's outcome, how leadership manages the heightened stress, distractions, and emotional reactions during this period will play a crucial role in maintaining productivity, engagement, and employee wellbeing. Here are four key strategies to consider as we navigate the upcoming election:

SUPPORTING STAFF WELLBEING DURING ELECTION SEASON

FOUR STEPS FOR SENIOR LEADERS

Prepare messaging and
communication

Set guidelines for civil,
respectful conversations

Support employees
post-election

Prioritize psychological
safety and inclusion

#WPOCares

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LATEST RESOURCES

LiveWell announces international collaboration with Workplace Options to enhance comprehensive wellbeing support for users

LiveWell by Zurich launched a collaboration with Workplace Options. This strategic alliance aims to enhance the range of services available to LiveWell users by integrating WPO's employee assistance programs and direct human support into LiveWell's digital wellness platform.

"By partnering with WPO, we are significantly expanding the scope of wellbeing support available to LiveWell users. This collaboration allows us to combine our digital health solutions with WPO's extensive experience in direct human support, creating a more comprehensive and accessible experience for users. We believe this collaboration will help bridge the gap between digital wellness and human interaction, allowing our users to receive holistic wellbeing care wherever they are," said Ekta Ranjan, Chief Growth Officer of LiveWell.

Through this collaboration, LiveWell users will have access to WPO's wide range of services. These include emotional support through counseling, physical support via coaching, and life coaching to assist with life transitions such as grieving, divorce, or starting a family. These services are delivered by certified professionals with at least five years of experience in mental health, ensuring high-quality support for every user. "At Workplace Options, the foundation of our work is based on human connection, which enables us to get to the heart of a problem deeply and quickly so that people can get back to health faster," said Jean-Baptiste Gruet, Chief Revenue Officer at Workplace Options. "Our collaboration with LiveWell aligns with our mission to provide holistic support that fosters deeper employee engagement, whether it is through our extensive wellbeing services or specialized products designed to meet a client's unique needs. Access to the LiveWell digital health solution will enhance WPO's member engagement, allowing members to benefit from LiveWell's innovations and growth journey while improving their direct human connections."

[LEARN MORE](#)



LATEST RESOURCES

The WPO Experience

Explore Workplace Options’ strategic model for fostering employee engagement through innovation and retention, with insights from Donald Thompson, CEO of The Diversity Movement, a Workplace Options company.



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