

**INFORM.
ENGAGE.
EMPOWER.**

2024 DECEMBER
WORKPLACE OPTIONS
**MARKETING
NEWSLETTER**



Dear Friends,

I'd like to share some thoughts about the year we're in and the year that very soon will be upon us.

At Workplace Options, our purpose is simple yet profound: to empower individuals and organizations to thrive. This year, we introduced forward-thinking solutions and insights to meet the evolving needs of the global workforce, ensuring care and support are always within reach: anytime, anywhere.

We began the year with the launch of the **WPO Consulting Group**, which now supports over 100 companies across 20 countries in 15 languages. By discovering the root causes of workforce challenges, we can deliver bespoke strategies that help organizations invest in meaningful, lasting solutions.

Psychological safety and employee engagement were central themes in 2024. Together with our clients, we created workplaces where trust, respect, and resilience flourish – environments where employees feel valued, empowered, and motivated to show up as their authentic selves.

In April, we released our **global psychological safety study**, the first of its kind, providing leaders with actionable insights across nine countries. We will release the next study in February 2025.

In the fall, we introduced the **Psychosocial Risk Screener**, a tool designed to help leaders proactively address critical workplace concerns, such as burnout, harassment, and isolation. This solution ensures organizations can identify and resolve issues before they escalate, creating safer, healthier environments and more productive workplaces.

We also launched **AIR25**, an interactive manager training program, and the **HR Toolkit**, focused on uncovering unconscious bias and building resilience. These advanced solutions equip leaders with the tools to make inclusion and belonging a reality in their organizations.

Our new **Child and Family Wellbeing Program** expanded services to every stage of life, from infertility support to end-of-life care. With a holistic, culturally sensitive approach, we now help employees and their families across borders, ensuring care is accessible whenever and wherever it's needed.

Most importantly, we delivered the results that matter:

- 96% of members found accessing support smooth and straightforward.
- 96% felt they received the help they needed when it mattered most.

· 98% agreed their company made the right choice in partnering with WPO.

In 2025, we will introduce services to help employees and their families during critical life events, such as returning to work after cancer or seeking sober living support. These services go beyond compliance – these solutions are about compassion.

When leaders genuinely care for their people and clearly communicate how employees contribute to success, it fosters a culture where everyone gains. 2025 will also see the release of Work-life 2.0, our fundamental rethinking of the work-life service – an evolution from qualified referrals to more meaningful and impactful deliverables.

To our valued clients and partners: your trust in WPO reflects your dedication to the wellbeing of your people and communities. Your leadership inspires us to innovate, exceed expectations, and shape a future where businesses thrive because people do.

Thank you for your partnership. We look forward to continuing this journey together and making 2025 a year of authenticity and meaningful action.

Wishing you, your teams, and every one of importance in your life a healthy, happy, prosperous and impactful year ahead.

Fostering Wellbeing for a Healthier Workforce: Global Psychological Safety Study

In today's workplace, employee burnout and stress are becoming increasingly prevalent, fueled by challenges such as excessive workloads, value misalignment, and performance pressures.

WPO's latest insights highlight critical trends from Canada and India that underscore the urgent need for organizations to take action. In Canada, many employees feel overworked, undervalued, and dissatisfied with the level of care and wellbeing support provided by their employers. Across India, work-related stress and burnout are widespread, with employees struggling to manage work-life balance, job insecurity, and limited growth opportunities.

These factors can erode trust, diminish motivation, and negatively impact overall wellbeing and performance.

Organizations that focus on flexible work arrangements, wellbeing programs, and empathetic leadership can make a significant difference in fostering healthier, more engaged, and productive workplaces.

CANADA

TOP EMPLOYEE CONCERNS: TRENDS & INSIGHTS



4 in 5 employees have experienced burnout in the last 12 months



Top 3 concerns fueling issues like burnout:

- 1** Excessive stress
- 2** Value conflicts
- 3** Performance issues

1 Excessive Stress

- 50%** report feeling tired and overworked
- 45%** report having no time for their personal lives
- 40%** are struggling in at least two areas of wellbeing

2 Value conflicts

70% are dissatisfied with their employer's level of care and 'insufficient' wellbeing offerings

2 in 5 feel that their employers do not value them

Only **1 in 5** feels that wellbeing is a priority



3 Performance issues

75% feel stressed and ill-prepared to meet 'aggressive' performance goals set by their employer

43% experience decreased motivation when they cannot reach these goals



! What employers can do:

- 70%** say that enhancing wellbeing benefits could improve their wellbeing
 - 59%** say it could improve work-life balance
 - 54%** say it could increase productivity
 - 49%** say it could enhance performance
- 74%** say that improving workplace culture could improve aspects of their work-life
 - 54%** say it could improve their mental health
 - 53%** say it could boost engagement
 - 46%** say it could foster motivation
- 91%** say that more empathy from leaders could improve aspects of their work-life
 - 52%** say it could boost work-life satisfaction
 - 48%** say it could improve overall wellbeing
 - 39%** say it could enhance performance



TOP EMPLOYEE CONCERNS: TRENDS AND INSIGHTS



WHAT IS WRONG



India ranks **first in the world** in terms of work-related stress, exhaustion, and burnout:

- 76%** are stressed, compared to **65% globally**
- 62%** are exhausted
- 60%** are burnt out—**3x the national average**

WHY THAT IS



34% cite work-life imbalance

69% say senior leadership expects them to do more work outside of their stated hours or responsibilities



32% cite job insecurity

47% report that they feel insecure in their position, whether for financial, professional, or personal reasons



25% cite slow career progression

Though more aware than their global peers of evolving skills requirements, Indian employees lack confidence in their ability to learn new skills

WHAT CAN HELP



91%

of employees agree that flexible work arrangements have a positive impact on their wellbeing



88%

would prefer to work for an employer that pays attention to their feelings and goals



91%

would remain with their current employer if provided with L&D opportunities

Stay tuned for the next edition of the Psychological Safety Study coming in February 2025. In the meantime, access the results: [Psychology Safety Study Results 2024](#).

A Workplace Options Rewind: Top Content of 2024

Top Podcast Episode of 2024: Creating Psychological Safety through Inclusive Leadership

A key component of a psychologically safe work environment is the assurance that employees feel included. They need to feel they can bring their authentic selves to work, confident they will be valued for who they are and what they contribute, without the fear of discrimination or exclusion based on any part of their identity.

Inclusive leaders play an important role in establishing psychological safety by actively promoting open communication, demonstrating empathy, and valuing diverse perspectives.

In this episode of the **#WellbeingatWork** podcast series, Bob Batchelor, Vice President of Global Communications and Marketing, and Oliver Brecht, VP and General Manager of Enterprise Solutions at Workplace Options, will discuss what makes a workplace psychologically safe and why it's critical for organizations and leaders to prioritize it today.

Tune in

Top Article of 2024: When Grief Goes Unacknowledged and How it Affects the Workplace

Unacknowledged grief, also referred to as hidden, silent, or disenfranchised grief, occurs when a person's loss is not validated, recognized, or supported by society or those around them. Grief is an inevitable part of life, and unacknowledged grief is a reality for many employees. Employers can create a culture of care by recognizing the impact of all forms of grief and providing accommodations that meet employees' needs.

This includes:

- Implementing flexible bereavement leave policies
- Encouraging open communication about loss
- Offering resources and training to build empathy and awareness

By meeting employees with compassion during their hardest moments, organizations can cultivate a culture that values humanity and resilience. This approach not only benefits grieving employees but also strengthens the workplace as a whole, promoting engagement, loyalty, and long-term success.

[Read more here](#)

Top Video of 2024: Human-Powered Care

Discover how Workplace Options delivers human-powered care, fostering meaningful connections that transform lives. See how our personalized support drives positive outcomes, enhancing employee wellbeing and creating lasting value for organizations worldwide.

[Watch the video](#)



LATEST RESOURCES

Podcast – When Placing Family in Long-Term Care

Approximately 2.2 million people currently reside in long-term care facilities across the U.S. With nearly 70% of individuals needing assisted living at some point in their lives, the demand for supportive services continues to grow. Hear expert advice on placing loved ones in long-term care in our podcast with Amanda Sibrizzi, LCMHC, NCC, M.Ed. EAP Counselor & Christy McGuire, VP Business Solutions.

[Tune in](#)

WPO in the News – Who's Taking Care of HR?

With 98% of HR leaders reporting feeling burnt out, HR professionals need our help. In a recent Canadian HR Reporter article, Workplace Options' Chief Revenue Officer, Jean-Baptiste Gruet, provides solutions to address HR burnout, including the new HR Toolkit—a centralized hub of resources like guidebooks, white papers, and articles by SMEs on:

- Talent Acquisition and Retention
- Inclusive Communication for Global Organizations
- Diversity, Equity, Inclusion, and Belonging
- Hybrid/Remote Team Development, Engagement, and Collaboration

[Read more here](#)

New Partnership – Inclusive Communication is Top of Mind for Improving Workplace Wellbeing

Misunderstandings from language barriers can hold teams back, costing U.S. businesses over \$12,000 per employee annually. That's why Workplace Options has partnered with Accents International LLC to empower organizations with tools for inclusive communication and accent reduction.

"We are focused on helping our clients advance authentic and impactful employee engagement and inclusive communication," says Alan King, Workplace Options President & CEO. "Inclusive communication is not just a concept – it is a cornerstone of engagement, collaboration, and business success."

[Explore insights about this partnership and how it's transforming workplaces worldwide!](#)

Vice President of Business Development at Workplace Options, Christy McGuire, and President and Co-founder of Accents International, Judy Ravin, sat down to discuss this partnership's transformative impact on workplace communication.

[Learn more here](#)

Consulting

For over 40 years, Workplace Options has led the way in employee wellbeing, and our consulting group is a natural extension of that legacy. From crafting comprehensive strategies to addressing specific challenges, we deliver tailored solutions to meet each client's unique needs. We understand that every organization faces distinct challenges, and we view these as opportunities to drive success.

Watch the video

Discover more about our consulting group's innovative solutions, including the WPO Psychosocial Risk Screener: <https://consulting.workplaceoptions.com/>

Thanks for reading.

Want more? Sign up to [join our newsletter](#).

Have a topic suggestion or feedback? Email [<mailto:marketing@workplaceoptions.com>].