



## 15 Ways We Drive Engagement

When it comes to driving employee participation, look no further! Thanks to our unique program design and a variety of creative approaches, we drive best-in-class engagement at rates five to ten times greater than other solutions.

Below are 15 of the most effective methods we leverage to engage employees so they, and you, get the most out of your Journey LIVE partnership.

### Spread the Word

We go the extra mile to make sure employees are well informed, adequately reminded, and nudged ever so gently to participate.



#### 1. Leverage Your Internal Channels

Incorporate Journey LIVE across your intranet, website, newsletter and more. When employees are well informed and receive gentle reminders at appropriate times, it helps to maximize engagement.



#### 2. Host a (Re)Launch Meeting

Start (or restart) Journey LIVE with a kick-off meeting to get the team energized. Presenting the whole package gives everyone a chance to connect with the mission and get excited about the aspects of the platform they are most inspired to try out.



#### 3. Organize a Lunch and Learn

Bring the team together for lunch or maybe even an afternoon coffee and tea time break to learn about the platform. A chance to socialize often leads to discussion, collaboration, and connection.



#### 4. Share on Social Media

Showcase Journey LIVE through the platforms that connect the entire world. You'll not only stand out as a leader externally, but you'll also drive engagement internally.



#### 5. Utilize Physical Marketing

It may seem "old school," in a world where everything is digital, but physical reminders are still very helpful. Hang posters, send out postcards, or use other pieces of collateral for multiple touch points.



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### Get Creative

By highlighting team members' personal stories, uniting departments, and creating benchmarks, we lower the bar for participation, making it easy for any employee to take part.



#### 6. **Solicit Senior Buy-In**

Invite a member of the leadership team to attend class, create a video, or send an email. When employees see those in senior roles encouraging them to prioritize their mental health, it sends a powerful message that the management team cares for their well-being.



#### 7. **Build a Champion or Ambassador Program**

Empower passionate employees who can speak to what they've gained from their Journey LIVE experience and inspire their peers. Ambassadors who can bring the platform to life by sharing honestly how the program has helped them is the most convincing marketing there is!



#### 8. **Create a Team Challenge**

When people unite with a goal of improving their own lives and the lives of others, incredible things can happen. Design a simple wellness challenge like a gratitude contest, and encourage teams to outdo each other in the depth of appreciation.



#### 9. **Partner with a Department**

Find a wellness topic that resonates with a specific department and create something special for them. For example, if the sales department could benefit from Skillful Communication, tailor a simple program just for them.



#### 10. **Offer Points, Rewards, and Giveaways**

Everyone loves to win! Integrate Journey Live into your existing rewards system or organize a small giveaway based on participation or results.

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### Make It Personal

Nothing inspires employees more than when they see real-life results in themselves and their peers. By tracking their progress in a personal challenge, or hearing success stories from a colleague or a case study, employees gain confidence in the effectiveness of Journey and their ability to make it happen for themselves.



#### 11. **Launch a Personal Challenge**

People love to compete! Watch employees rise to the occasion with a two week or one month personal challenge. Then sit back and enjoy their transformation as people strive to be happier and healthier in their personal and professional lives.



#### 12. **Create a Case Study**

Explain why Journey LIVE was introduced in the first place and highlight the results so employees recognize the impact within the company and see the potential for their own positive change.



#### 13. **Tell an Employee's Story**

Spotlight an employee and their personal wellness story to remind other staff members of the humanity in all of us and the real-life application of the Journey Live platform.



#### 14. **Present at the All-Hands**

Make this the time to tell an employee's story or bring a Journey representative to say a quick hello. You'll have the staff's attention and when they associate Journey Live with real people, it transforms the program from an app and a website to a place for human connection and transformation.



#### 15. **Survey Employees**

Everyone wants to be heard. Ask employees what they need, what's working, and what's not as a way to show a genuine desire to support their wellness journey. You'll get to know them better and it's a surefire way to get people to engage!