

JOON

The Workforce Wellness Survey

RESOURCE FOR PEOPLE TEAMS



INTRODUCTION

There are nearly infinite ways to change and improve workforce wellness benefits. Many well-intentioned People Teams have been frustrated by trying to design a generous and inclusive package only to find that benefits recipients by and large don't appreciate it.

The reality is that People Teams cannot afford to get wellness benefits wrong. Hiring and retention are more difficult than ever before, and organizations risk stunting growth unless they win the war for talent.

Every organization and workforce is unique. Consider whether your company is remote or co-located. Think about the ratio of parents and individuals with dependents. Are some employees burning out due to consistently meeting ambitious deadlines?

You must customize your approach to benefits to fit your organization's unique needs. This resource can help you generate inspiration and perspective from the most valuable source available: your own workforce.



Section I:

Inclusive benefits are a competitive advantage

Section II:

Surveying your workforce

Section III:

Taking action and winning the war for talent

Section I:

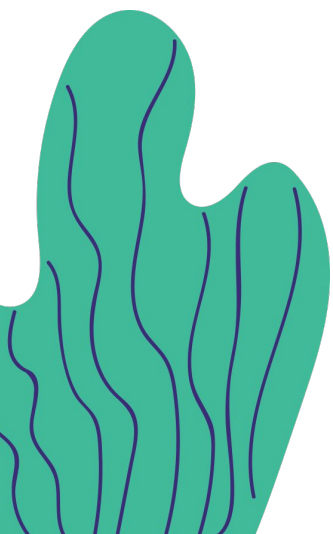
Inclusive benefits are a competitive advantage

Every organization is trying to gain (and sustain) a competitive advantage in the war for talent while keeping their workforces engaged and energized to collaborate and work productively.

Only a few years ago, you could stand out from the crowd if you had an office with ping pong and kombucha on tap. But what was a competitive advantage not long ago eventually becomes table stakes.

Today's People Teams are also confronted with a raging hot war for talent, a complicated coordination of in-office and remote collaboration, and widespread stress and burnout plaguing workforces everywhere. The overwhelming majority of Millennials would [switch jobs for better lifestyle benefits](#), all else equal.

The best employers recognize that when it comes to wellness today's workforce has diverse needs and challenges. It's no longer enough to offer a casual workplace with generous perks. Talented people expect resources to facilitate total wellbeing and benefits that feel relevant and meaningful.



Section I (continued):

Inclusive benefits are a competitive advantage

Vanity benefits

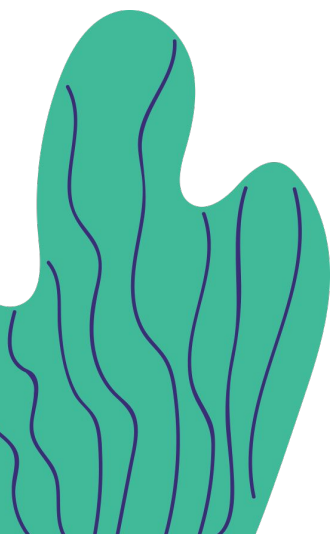
So many wellness benefits seem generous on paper, but are either inaccessible or only relevant to a segment of your workforce. Such benefits can backfire when recipients perceive them as ‘vanity’ offerings (or worse, “ploys”). Recipients understand when employers try to embellish compensation packages with gimmicky benefits that no one will use.

Recently, studies have shown that well-intentioned but improperly configured “Unlimited PTO” often [results in less vacation time for employees](#). Partnering with a single premium brand like Classpass might be great for your younger employees who live within the city limits, but completely irrelevant to parents working from home in the suburbs. In-office amenities like free dinner and laundry are often perceived as gimmicky ways of getting employees to work longer hours.

Inclusive benefits

By definition, inclusive benefits are benefits that every recipient can actually use and appreciate. Starting with that goal and working backward requires listening, iterating, and adapting as your workforce grows.

In the next section, we are going to present you with survey questions that can be used to uncover deep insights into your workforces preferences and needs.



Section II:

Surveying your workforce

While all your people work for the same organization, each has unique experiences and needs. It's important to co-create your wellness program with your workforce to ensure that each person is supported and able to achieve optimal health and happiness.

A benefit becomes more meaningful when recipients know you're taking proactive steps to understand their needs and put their feedback into practice. Tailor the following questions to include in your next workforce survey.



Section II (continued): Surveying your workforce

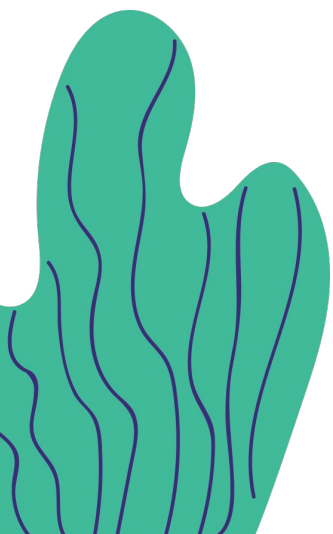
Background Info

What team are you on?

- Sales
- Marketing
- Customer Success
- Product
- Engineering
- Operations
- HR
- Finance
- (Other)

What is your level of seniority?

- Individual contributor
- Manager
- Director
- VP
- Executive
- (Other)



Section II (continued): Surveying your workforce

Wellbeing Baseline

When it comes to work, how easy or difficult is it for you to achieve peak performance?

1. VERY DIFFICULT 2 3 4 5. VERY EASY

To what extent have your company's benefits helped you to achieve your personal wellness goals?

1. NOT AT ALL 2 3 4 5. SIGNIFICANTLY

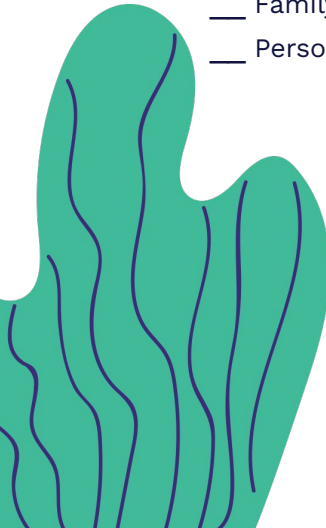
Which of the following have been the barriers to achieving your personal wellness goals?

- There haven't been any barriers
- Not enough time to prioritize wellness
- Not enough money to invest in wellness
- Compelling wellness options are limited in my area
- I have other more important priorities
- Not sure where to begin with wellness
- Other: _____

How concerned are you about each of the following?

(1 being not at all concerned → 5 being very concerned)

- ___ Personal physical health
- ___ Personal mental health
- ___ Family/Childcare
- ___ Personal finances



Section II (continued): Surveying your workforce

Opportunities to Thrive

What is your #1 personal wellness goal? _____

If our company were to subsidize or fully provide the following products and/or services, how interested would you be in each?

(1 being not at all interested → 5 very interested)

- An e-learning or coaching subscription (e.g. Udemy, Coursera, BetterUp, etc.)
- A meditation app subscription (e.g. Calm, Headspace, Breathwrk etc.)
- An at-home fitness subscription (e.g. Peloton, Tonal, Mirror, etc.)
- A studio or gym subscription (e.g. Classpass, SoulCycle, Equinox, etc.)
- A healthy food stipend (e.g. Purple Carrot, Sweetgreen, Thrive Market, etc.)
- A virtual therapy stipend (e.g. Talkspace, BetterHelp, etc.)
- A work-from-home stipend (e.g. Autonomous, Vari, etc.)
- A family care stipend (e.g. Urban Sitter, Bright Horizons, etc.)

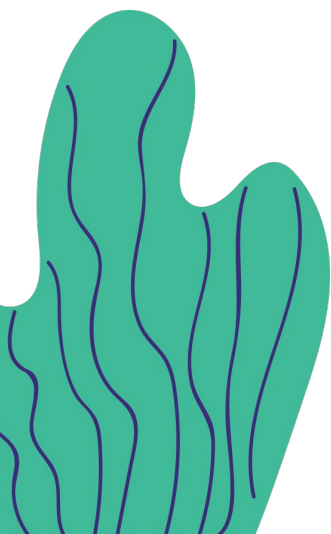


Section II (continued):
**Surveying your
workforce**

Are there any other benefits that are not listed above that you'd like to be considered? _____

Has the costs of these services made you think twice about participating or investing in them? _____

If your company would help subsidize them, which would you most likely participate in? _____



Section III:

Taking action and winning the war for talent

Response distribution

If survey responses show clear and decisive opportunities to invest in wellness, that's great!

Frequently however, we'll hear from People Teams that say that results all over the place. It can seem insurmountable to hand-select vendors and configure an overall package to meet the diverse needs of a growing workforce.

Health and wellness is not one size fits all. Consider that some individuals are living alone in studio apartments experiencing loneliness, while others have spouses and kids running around their houses and don't have a quiet moment to focus on their work.

Getting leadership buy-in

For years, executive teams have wanted to find a single incredible benefit that an entire workforce will appreciate (e.g. the vaulted Equinox membership). It's a nice gesture, but it's often an exercise in futility.

Instead, empower your workforce with the freedom to choose benefits that are meaningful to them. Showcase your survey results to leadership and rally around the fact that you have a diverse workforce with diverse needs.

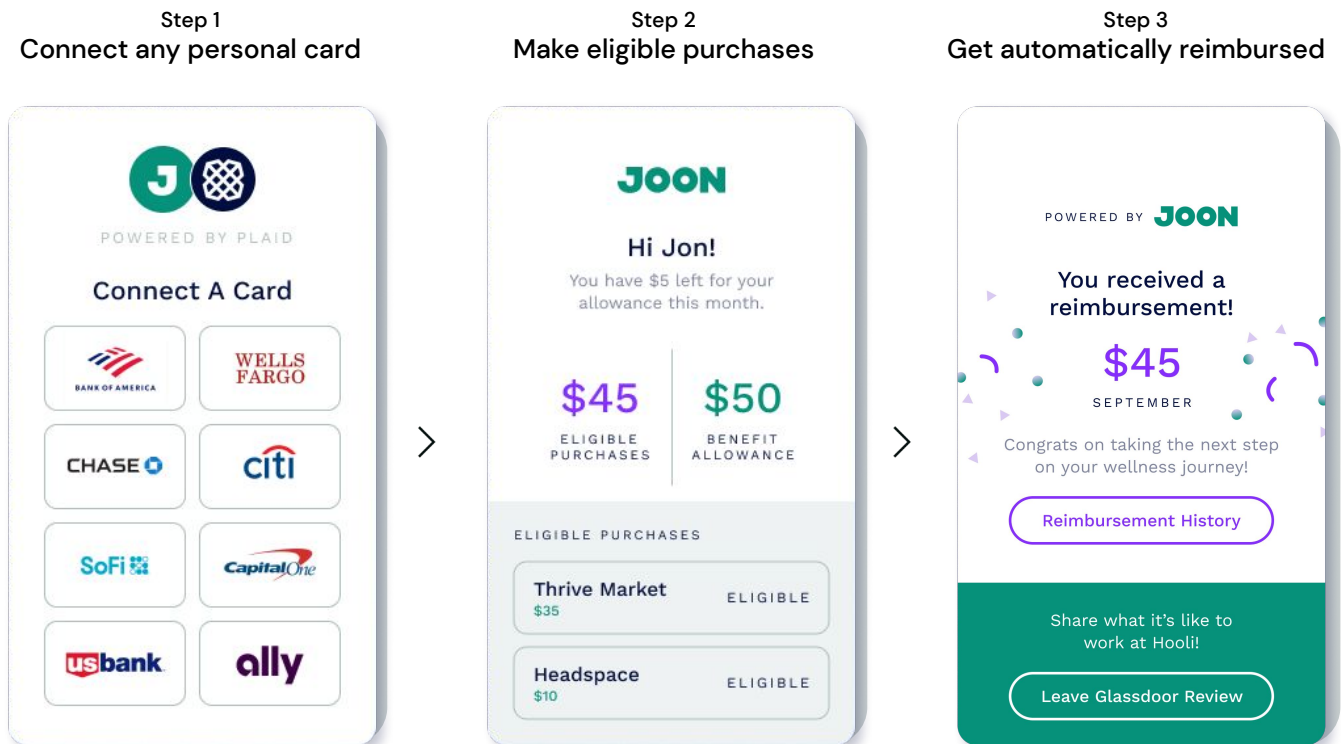


Section III (continued):

Taking action and winning the war for talent

We created JOON to enable employers to seamlessly provide customizable and comprehensive wellness benefits to diverse workforces.

Set It and Benefit™ with the world's first card-connected benefits solution. Deliver a seamless experience by enabling benefits recipients to connect personal cards and bank accounts for eligible purchases and reimbursements.

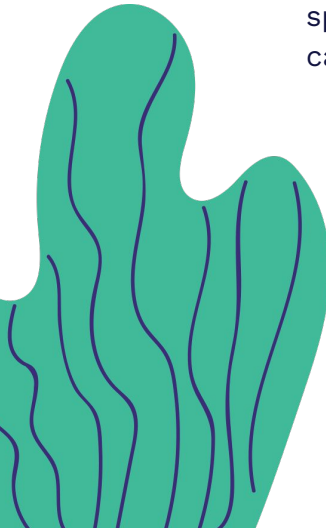


Section III (continued):

Taking action and winning the war for talent

The ROI of flexible benefits vs...

- **Doing nothing:** Your workforce is continually frustrated, feeling that their employer is insensitive in addressing their evolving needs. Burnout will end up costing more money and will negatively impact performance and productivity. Expect increased turnover and healthcare costs in the long run.
- **Allowances and manual reimbursements:** Expense reporting tools were not built for benefits or employee wellness. Recipients must remember to submit monthly or quarterly receipts, and your team needs to spend time doing manual approvals and adding money to payroll.
- **Hand-selecting a single wellness provider:** Wellness isn't one-size-fits-all. Even the coolest provider will still result in low utilization. You'll overspend on a benefit that only a small number of people use, which will backfire as your workforce realizes that you're investing in vanity benefits.
- **Wellness cards:** Other personalized programs require recipients to use single-purpose cards, which results in unnecessary friction. New hires must wait for cards to arrive in the mail while tenured employees repeatedly lose cards. Cards also decline because of insufficient funds, specific merchant codes, and other miscellaneous bugs and issues that arise. With larger purchases like gym membership or fitness subscriptions, it can be difficult to split a payment between the debit card and a recipient's personal card. You'll end up doing more manual work.





Offer better benefits. Become a better employer.

JOON is the flexible wellness benefits platform that employees *actually* use and appreciate 🙌🙌🙌

The image displays two screenshots of the JOON platform. The left screenshot shows the 'Customize Benefits Program' interface with three steps: 1. SET ALLOWANCE (set to \$100), 2. SET CADENCE (set to Monthly), and 3. SELECT CATEGORIES (Health and wellness, Family care). The right screenshot shows the main dashboard with a 'Top 5 Brands' list (THRIVE MARKET, PELOTON, Calm, udemy, Modern Fertility), a 'Summary' section showing 70% utilization in March, and a 'Spending by Category' bar chart with a total of \$670. A tooltip for 'Work from home' shows a \$40 spend with a +25% increase.

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Betterment



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JOON

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