

The power of senior leadership in workplace wellbeing

Senior leaders play a critical role in shaping a workplace where employees feel supported, engaged, and able to perform at their best. Employee wellbeing thrives when leadership sets the example.

Why senior leadership matters

- **Strategic alignment** – When leaders prioritize wellbeing, it becomes a core organizational strategy - not just a program.
- **Culture shaping** – Leaders model behaviors that can shape norms and make healthy habits a common goal.
- **Visibility & credibility** – Leadership endorsement boosts trust, legitimacy, and employee engagement.
- **Policy & systemic change** – Leaders have the authority to embed wellbeing into enterprise-wide policies and systems.
- **Cross functional collaboration** – Leaders break down silos, helping teams unite around shared wellbeing goals.

Key responsibilities of senior leaders

Senior leaders play a crucial role in building and sustaining a culture where wellbeing can flourish. Their commitment should be visible, consistent, and actionable.

Six ways leaders can make an impact

1. **Communicate regularly** about wellbeing—more than once and through a variety of channels.
2. **Participate in programs** to model healthy behaviors.
3. **Delegate & hold teams accountable** for wellbeing goals.
4. **Allocate resources** including budget and staffing.
5. **Integrate wellness** into business strategy or mission statements.
6. **Walk the talk!** Demonstrate genuine commitment through daily actions.

Tips for building & sustaining leadership support

- **Start with quick wins** – Launch small, visible initiatives that build momentum and confidence.
- **Present a strong business case** – Show how wellbeing supports organizational goals, strengthens culture, improves performance, and boosts retention.
- **Ask key questions** – Explore leadership readiness to:
  - Communicate about wellbeing
  - Participate in programs
  - Provide resources
  - Integrate wellbeing into strategic plans



Bottom line

Senior leadership support is the foundation of every successful workplace wellbeing program. When leaders champion wellbeing, organizations experience stronger morale, improved productivity, and higher retention. With their support, wellbeing becomes truly embedded in the company culture.

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