

5 Workforce Wellbeing Trends to Watch in 2022

Keeping its finger on the pulse of all-things workforce wellbeing, engagement, and retention, Grokker Innovation Labs (GIL) has been busy examining the marketplace and fielding first-party research to help leading employers understand what it takes to take care of their employees and drive better business results today. Here are the 5 top trends — backed by GIL insights — that organizational leaders will be following over the next several months.

1

Employees' Mental Health Remains a Top Priority in 2022

Top employers address stress management with a holistic focus

According to GIL's 2022 Working Americans' State of Stress Report, workers are more stressed today than they were a year ago: In 2022, 87% of respondents reported that they were at least mildly stressed; in 2021, 76% of respondents said the same. It's no wonder that stress and its impact on employees' mental health — not to mention burnout and attrition — is a top concern for employers. And since more than 30% of workers report that they are **not receiving support** across the employer-sponsored stress management resource categories (e.g., wellness programs and flexible hours/location), there's nothing but opportunity for employers to help their people manage stress and address their various interconnected physical, mental, financial, and even social wellbeing goals.

30%

of workers report that they are not receiving support across the employer-sponsored stress management resource categories

2

HR Teams are Experiencing the Limitations of Their Existing WellTech

Organizations are investing in a more modern approach to success

GIL discovered in their 2022 Corporate Wellbeing Platform Experience study that over half (59%) of HR leaders are considering augmenting or replacing their current wellbeing platform. The top 3 reasons driving them to make a change are that their existing solution doesn't drive employee engagement, it requires complicated third-party integrations, and it fails to provide content across all areas of wellbeing. To be sure, it's critical to find a built-for-now solution that meets both organizational and workforce needs — and there are many needs to consider! — while also demonstrating value that goes beyond yesterday's success metrics into what matters most today: engagement, community, and retention.

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of HR leaders are considering augmenting or replacing their current wellbeing platform

3

Workforce Wellbeing Programs Are Going Global

Employers expand whole-person wellbeing support to employees worldwide

Almost three-quarters (71%) of respondents in GIL's 2022 Global Workforce Wellbeing Incentives research ranked "Improve the employee experience" as one of the top two goals of their workforce wellbeing incentive program — and that goes for a growing number of global employees. Expanding a U.S.-based program is no small task, considering the various legal and tax implications, not to mention potential language and cultural barriers, but best practices are emerging. With respect to program structure (e.g., what level of participation qualifies for a reward?) and incentive payout (e.g., do international employees earn raffle entries or U.S. dollar-equivalent monetary rewards?), there are different ways to make it work, even if it takes a few iterations to get it right.

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of respondents ranked "Improve the employee experience" as one of the top two goals of their workforce wellbeing incentive program

4

Frontline Workers Are Most At-Risk for Burnout and Job Flight

But other employee groups are in serious need of support, too

Almost ninety percent (86%) of GIL's 2021-2022 Frontline Industries' Leadership Sentiments research respondents experienced an increase in voluntary turnover in their teams since the beginning of the pandemic, so it is predictable that frontline and hourly workers are the groups that they are most concerned about supporting right now. Other employee groups are also being expressly targeted by employers, including women, working parents/caregivers, racial and ethnic minorities, and remote workers. The pandemic shined a light on the challenges inherent in managing a full time job and a robust personal life, and home-life responsibilities won't just go away with the pandemic's threat. Employers will be there, though, to provide the additional support that their diverse employees need to thrive.

90%

of respondents experienced an increase in voluntary turnover in their teams since the beginning of the pandemic

5

Employee Engagement and Retention Starts with Wellbeing

As evidenced by the Great Resignation, it takes more than a paycheck for employees to stay

People have an intrinsic need for whole-person wellbeing — that is, a sense of purpose, belonging, and balance across their work-life. That's why workforce benefits need to meet employees where they are and be universally accessible so they can fulfill their promise to help drive ongoing engagement with their wellbeing, their jobs, and one another. Yet less than half of leaders surveyed for GIL's 2021-2022 Frontline Industries' Leadership Sentiments study report having the tools they need to help employees feel cared for and valued, solicit input on employees' challenges, and enable employees to meaningfully connect. In today's employment marketplace, where monetary compensation is only part of the employer's brand value, competitive employers are taking a modern approach to delivering the whole-person wellbeing support workers have come to expect — not only to help their people live full, balanced lives, but to encourage work engagement and ultimately, improve retention.

About Grokker

Founded in 2012, Grokker gives the Fortune 1000 an easier, more effective way to increase employee retention through wellbeing. Grokker's unique employee engagement engine creates a guided wellbeing experience for each person. Grokker personalizes content, challenges, experts, incentives, and community support to encourage people to achieve their goals and motivate them along the way. With Grokker, employees feel valued and connected for a culture that drives better business outcomes.

Supporting millions of employees in over 135 countries on any device, industry leaders, including Boston Children's Hospital, CVS Health, Delta Air Lines, Dominos, eBay, G.E., MGM Resorts, Pfizer, and Target trust Grokker to provide actionable insights and keep employee information private and secure. Whether your company has an existing platform or is starting from scratch, Grokker is turnkey — saving you time and money.

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