

Gesundheitsförderung Schweiz  
Promotion Santé Suisse  
Promozione Salute Svizzera

# People, Planet, Prosperity Connecting Sustainability with Workplace Well-Being

**SWISS IMPACT FORUM**

# About me

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Inspiring Health & Wellness Coach,  
Workplace Wellbeing Specialist, S...



# Today

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## Part 1: Business Case(s)

Why This Connection Now?

- I. Context
- II. Case for Workplace Well-Being
- III. Case for Sustainability
- IV. Bridging The Gap: 3P's
- V. Closing Reflection

**40 min**



## Part 2: Workshop

From Impact to Lasting Prosperity

- I. Self-Assessment
- II. Peer Reflection
- III. Strategy Activation
- IV. Closing & Resources

**45 min**

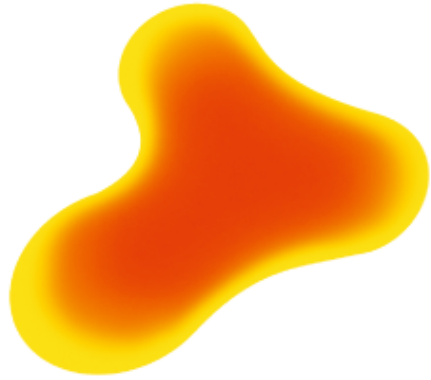


# Part 1: Business Case(s)





# I. Context



# Gesundheitsförderung Schweiz Promotion Santé Suisse Promozione Salute Svizzera

- Independent Swiss foundation
- Mission to promote health & quality of life for all in Switzerland
- Funded by mandatory health insurance, cantonal co-financing
- Under supervision of Federal Office of Public Health
- Evidence-based tools & standards, health promotion, prevention, training
- Across sectors
- **Unique**

# WHM Framework “Friendly WorkSpace”

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- Swiss **LABEL** for Workplace Health Management (WHM)
- Core Components
  - Strategy
  - Leadership
  - Organization
  - Human Resources
  - Implementation
  - CSR
  - Evaluation





**600 Organizations**  
**+1000 Members**



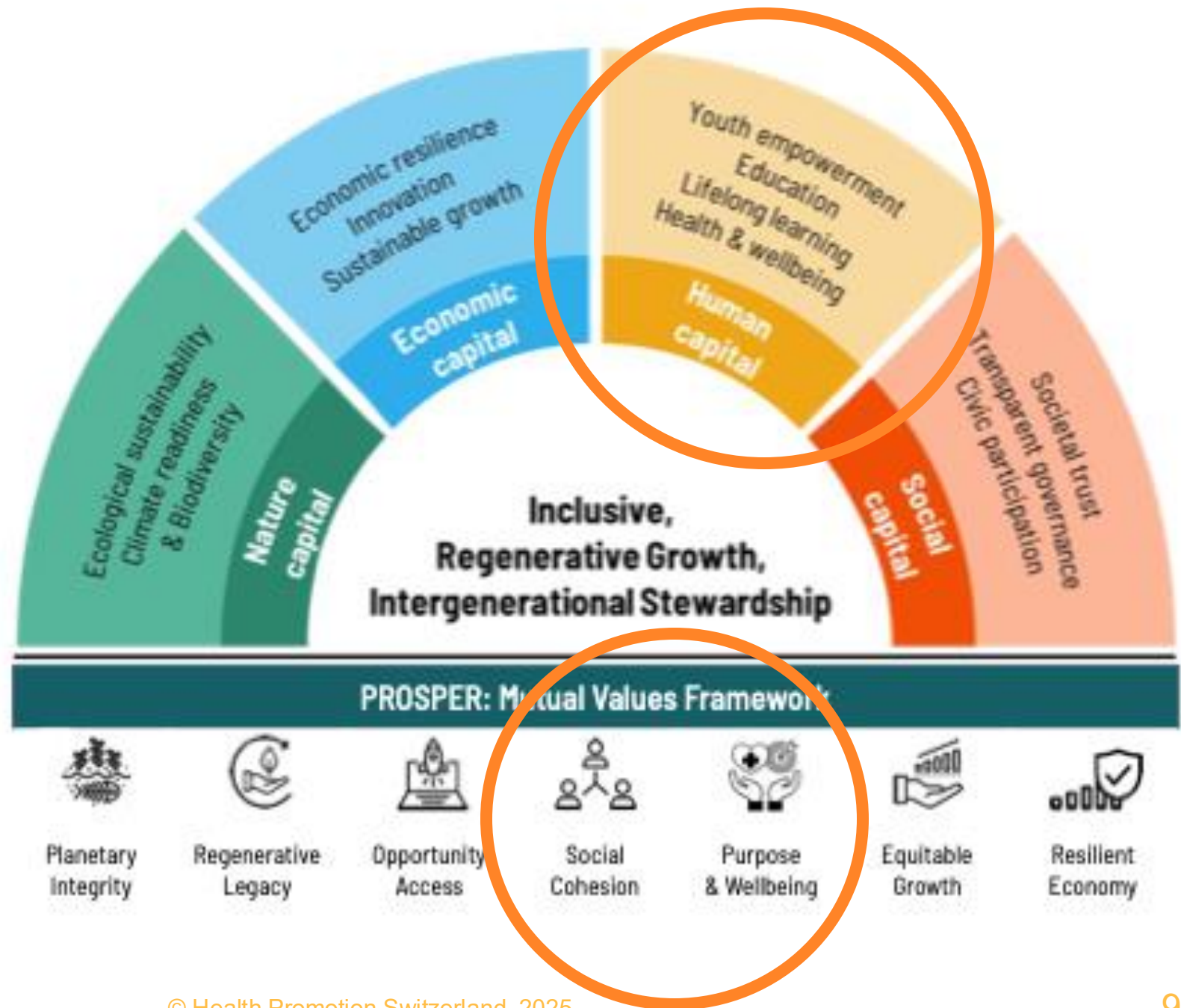
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**110 Labelled Organizations**  
**227'892 Employees**

Standards, policies, tools, programs	Structured models, indicators, support tools & consultants for workplace health promotion
Empower businesses to harmonize profit with purpose	Support & empower employers to align performance with employee well-being and health equity
Environmental & social standards promoting sustainability	Psychosocial & organizational health standards promoting human sustainability
Guide businesses on their path to sustainability	Guide organizations in building health-conscious, sustainable workplaces
Recognize exemplary B Corps	Award the “Friendly WorkSpace” label to recognize companies demonstrating excellence in corporate health management
Actively engages community in collective actions	Fosters a network of organizations committed to systemic well-being through collaboration & shared learning
Redefine success in business	Redefine organizational success to include sustainable employee health
For the greater good	For long-term societal impact through health & workplace well-being



# Enduring Prosperity Framework (EPF)



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- “Lasting business prosperity must address both planet *and* people.”



# What is Workplace Health Management?

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“***Systematically optimizing*** factors influencing **health** by designing **structures** and **processes** to create conditions favorable to employee health, thereby contributing to the **company's success**.”

WHM requires the participation of **all groups** within the organisation, is **embedded** in leadership, and is lived through the company **culture**.”



## II. The Case for Workplace Health Management

# #1 Preoccupation Today? Mental Health

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**30%**

emotionally  
exhausted

**28%**

"critical" stress  
levels

**92%**

apprentices stressed  
(53.2% "often or always" )

**50%**

sleep disturbances



**60%**

workplace stress

**52%**

feel burned-out  
(symptoms)

**12 billion**

workdays/yr lost to  
mental unwellness

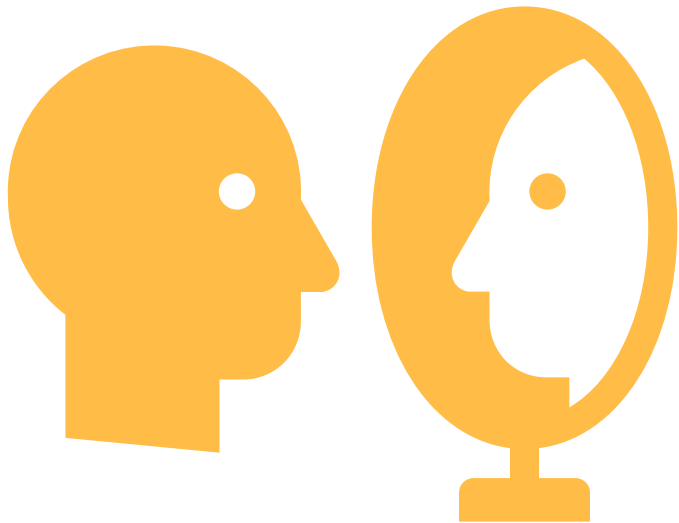
**48%**

currently struggling  
with burnout



# Retention Engagement

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- Burnout & poor mental health primary reasons employees leave
- **61%** stay for well-being benefits
- **44%** consider quitting due to stress
- **71% Gen Z / 59% Millennials** say workplace “unhealthy”

# ROI (global)

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- **3:1 to 6:1**
- **95%** positive ROI
- **98%** reduced turnover
- **99%** higher productivity
- Companies with engaged & supported employees up to:
  - **+43%** productivity
  - **- 87%** turnover

# Additional Financial Incentives

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**CHF 195 mo/emp**

lost to stress-related  
absenteeism &  
presenteeism



**CHF 4.2 billion/yr**

lost to direct absenteeism  
costs

**USD 1 trillion/yr**

lost to depression &  
anxiety



**USD 8.8 trillion/yr**

lost to disengagement

What % increase in profitability do you think organizations with higher employee well-being scores experience?

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21%

# Top overall strategic priorities next 5 yrs

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**#1 Employee Well-being**



**#2 Attracting and retaining talent**



**#3 Profits and financial margins**



**#4 Innovation of products and/or services**



**#5 ESG (Environmental, Social, Governance)**



# Global Workplace Well-being Today

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**63%**

say employee well-being is **more important** since 2020

**87%**

have well-being **initiatives** in place

**83%**

have a well-being **strategy** in place (>28 points since 2020)

# Top 5 Employee Well-being Issues

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1.

MENTAL &  
EMOTIONAL  
HEALTH



2.

BURNOUT /  
LANGUISHING



3.

WORKING  
ENVIRONMENT  
/ CULTURE



4.

VIRTUAL &  
HYBRID WORK  
SUPPORT

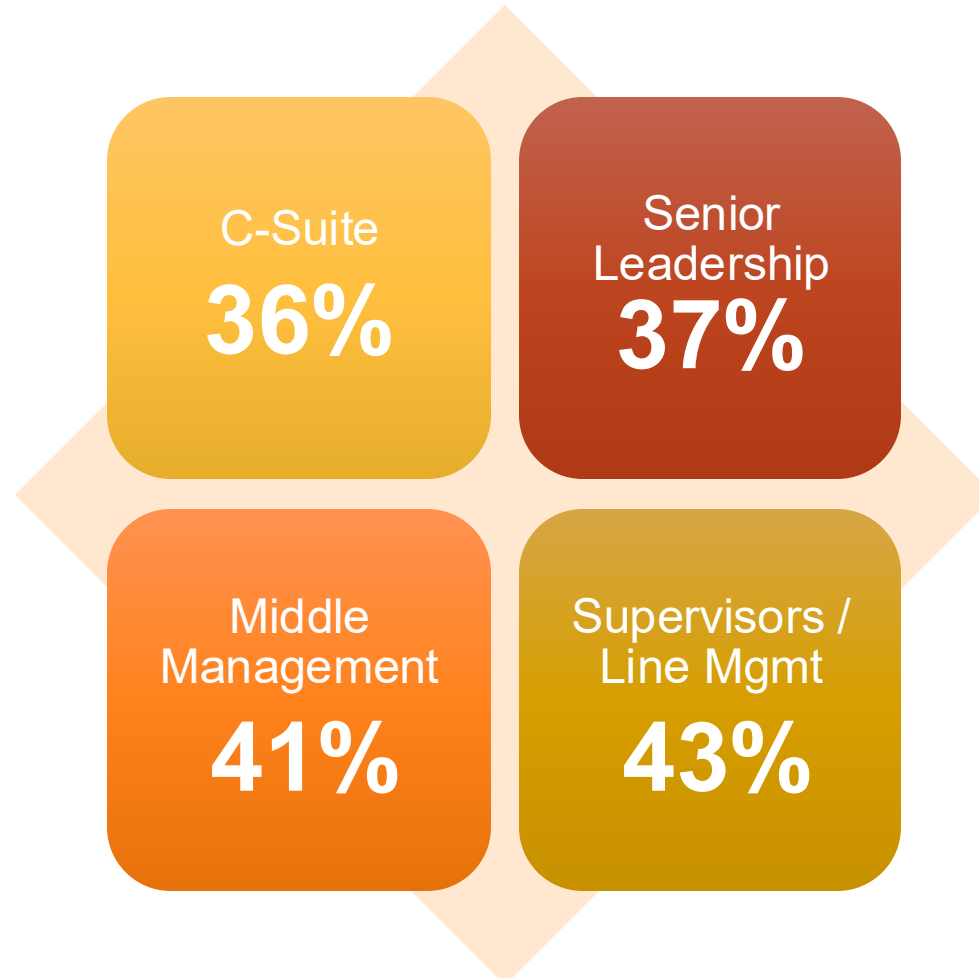


5.

FINANCIAL RISK  
& STRESS

# Leadership Well-Being Engagement “Actively Supports in Words & Actions”

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# 10 Top Employee Well-being Trends

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Prevention

Mental &  
Physical  
Resilience

Inclusiveness,  
Belonging &  
Safety

Multi-  
Generational

Multi-Cultural

Digital  
Wellness

Values  
Alignment

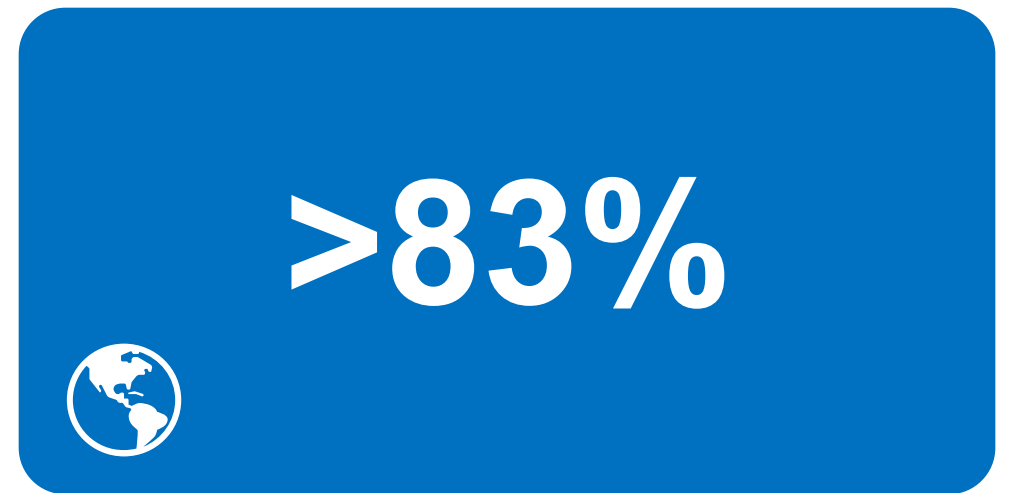
4-Day Week  
Flex work

Financial  
Wellness

AI & Digital  
Health  
Solutions

# Switzerland behind global average for well-being strategy in place

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What % reduction in absenteeism do organizations with higher employee well-being scores experience?

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41%



“You can’t build  
lasting prosperity  
on exhausted  
people.”





## III. The Case for Sustainability

# What % of global CEOs link sustainability initiatives to their workplace health initiatives?

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24%

Sustainability  
isn't optional —  
it's expected

# UN SUSTAINABLE DEVELOPMENT GOALS





# Business Value of Sustainability

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- **Swiss B Corps (2018–2022):**
  - +22% growth vs. + 8% for non-B Corps
  - Workforce +19% vs. +2%
  - Employee exit rate 8% vs. 19%
- **81% of Swiss B Corps expect revenue growth next year vs. only 32% of Swiss SMEs**
- **Swiss sustainable investments reached CHF 1,660bn in 2023 (+3%)**

# ESG & Stakeholder Governance

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- **B Lab**: new standards integrate purpose, people & planet into governance
- **88% consumers** expect action on environmental & social issues
- **EU CSRD** (Corporate Sustainability Reporting Directive): now mandatory ESG reporting for ~50,000 firms
- **OECD**: strong ESG reporting boosts investor trust & credibility

# The Magic Formula!

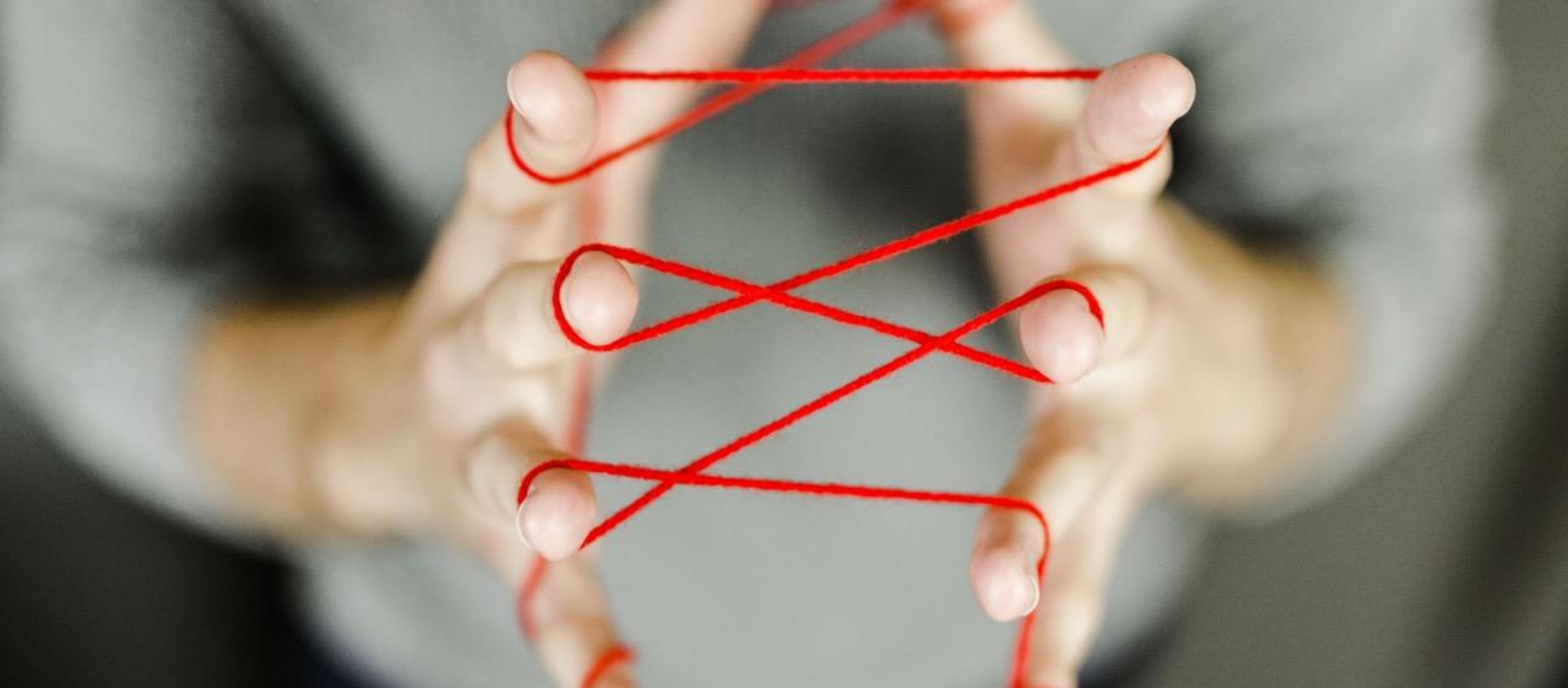
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Well-being  
+ Sustainability

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**“RSG”**

**R**Real  
**S**Stakeholder  
**G**Governance



## IV. Bridging the Gap: **3P's**

# True sustainability bridges **P**eople **P**lanet **P**rosperity

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- Environmental & social responsibility are complementary
- Companies with strong ESG & well-being practices outperform & retain talent
- Environmental & social goals are necessary, but not sufficient
- Without supporting employee well-being, ESG programs risk failure
- **Our collaboration ensures Swiss businesses don't miss the human link in their sustainability strategy & don't miss the sustainability link in their well-being strategy!**

- +
- • "We can't build a green business with a burnt-out workforce."





## Part 2: Workshop: From Impact to Lasting Prosperity Strategy Activation for Human & Planetary Sustainability

# Objective

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Connect workplace well-being with sustainability strategy using the **STI** and **GSE** frameworks

- I. Self-Assessment
- II. Peer Reflection
- III. Strategy Activation
- IV. Closing & Resources



# I. Self- Assessment



# Two Frameworks One Purpose

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## “Friendly WorkSpace” (FWS)

Assess workplace well-being maturity

## Swiss Triple Impact (STI)

Prioritise – Structure – Transform

## Together

Map current state

Identify priorities

Co-create strategic alignment

# FWS Check Short Version

**1** = Lack of evidence or anecdotal evidence of implementation

**2** = Awareness and selective implementation

**3** = Integrated and systematic implementation

**4** = Systematic implementation with evaluation and monitoring

**5** = Implementation optimised following evaluation and monitoring

1. Leadership communicates importance of well-being
2. We measure workplace stress and burnout
3. Managers are trained to support well-being
4. Work-life balance options are widely available
5. We prevent absenteeism and support reintegration
6. Employees feel psychologically safe
7. Health-promoting infrastructure is in place
8. Development is supported at all life stages
9. HR policies are inclusive across generations
10. Employees participate in well-being decisions
11. We have clear goals and plans for workplace health
12. We include those with reduced work capacity
13. Community and environmental engagement exists
14. Strategy is regularly reviewed and improved
15. Health strategy aligns with sustainability goals

# Scoring Guide (interpretation only)

## **15–30 = Early stage**

Awareness may exist, but well-being is not systematically embedded. Strong risk of presenteeism, absenteeism, and low engagement.

## **31–45 = Emerging**

Some initiatives in place, but fragmented. Improvements needed in leadership commitment, evaluation, and inclusion.

## **46–60 = Established**

Clear signs of systematic implementation, but monitoring, optimisation, or cultural integration may be inconsistent.

## **61–75 = Advanced**

Health and well-being are fully integrated into policies, leadership, culture, and continuous improvement.

\* This is only a snapshot. Do the **full 50-question FWS Check** for a full assessment.

# II. Peer reflection



# Peer reflection

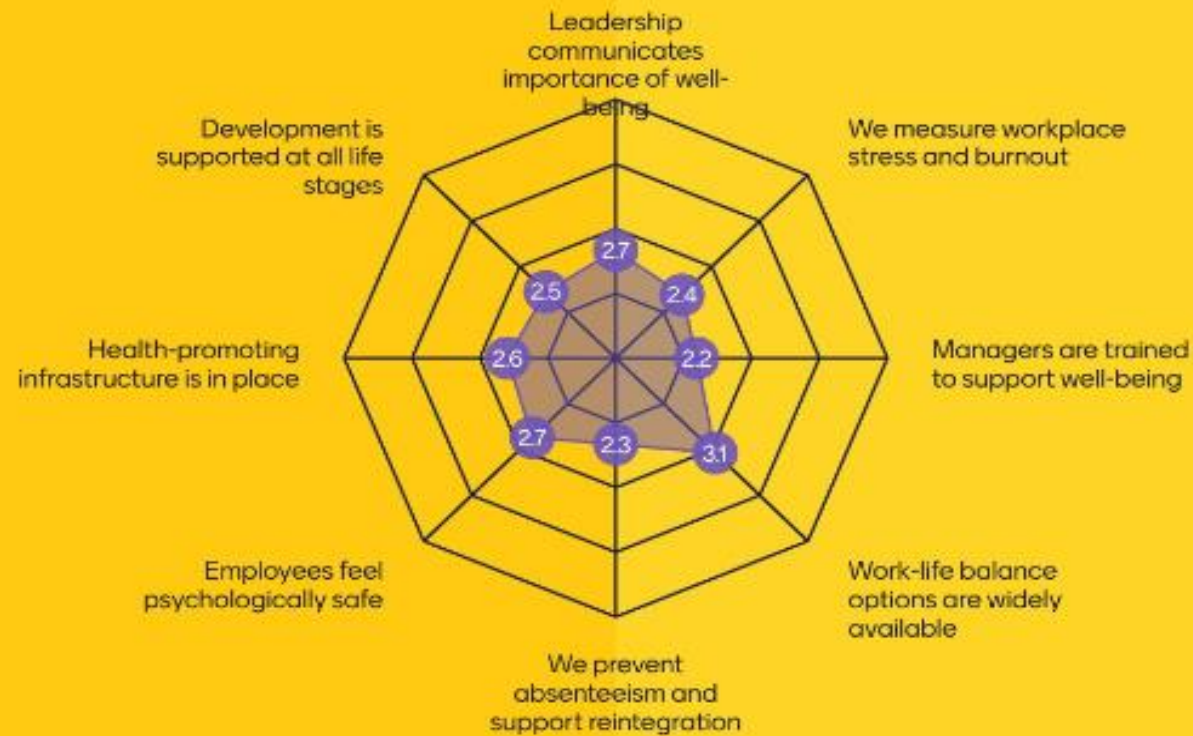
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What surprised you in your self-assessment?

Where do you see the biggest opportunity?

What's holding your organization back?

# FWS Check Short Version - Part 1



## FWS Check Short Version -Part 2





# Fun Fact!

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Companies with sustainability & well-being goals **embedded in strategy** outperform peers by **20%**



# III. Strategy Activation



## Strategy Activation Step 1/3: **Prioritise**

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What workplace well-being challenges most align with your sustainability priorities?

## Strategy Activation Step 2/3: **Structure**

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What strategic goals or measures could you implement?

## Strategy Activation Step 3/3: **Transform**

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What commitment could you make public or take forward collaboratively?

# Main Findings

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- **Manager training** emerged as one of the lowest-scoring areas and a major barrier to
- employee well-being.
- Despite financial constraints, participants emphasized the need for **shared best practices** and the **70–20–10 learning model**, focusing on coaching, wellness, and
- experiential learning.
- Identifying meaningful **KPIs** for well-being remains challenging due to differing systems;
- participants agreed that **asking employees directly** is the best way to co-create
- relevant indicators.
- Groups were encouraged to translate insights into next steps using the
- **Prioritise–Structure–Transform** activation framework.

# Key Takeaways

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- Participants agreed that well-being should be a **shared responsibility**, embedded into **daily** leadership and organizational **routines**:
- **Raise awareness** that it is part of the job to stay healthy by including health and well-being as part of **job descriptions** and **leadership responsibilities**.
- Integrate **short, frequent check-ins** (weekly or monthly) instead of relying on annual reviews.
- Encourage leaders to “**walk the talk**” by modelling healthy behaviors, fostering open, non-judgmental dialogue, and building a **culture of trust** and continuous growth across their organizations
- Use simple practices such as a **1–10 check-in scale** - personally and professionally – to prompt meaningful dialogue.
- Shift from asking “How are you doing?” to “**How do you feel?**”, fostering psychological safety and a **non-judgmental learning culture** (“mistake culture”).
- **Avoid focusing on “why”** something happened and instead explore “what” happened and “how” can be improved.
- The session concluded with an invitation to explore free tools by Promotion Santé Suisse - including the *Friendly WorkSpace Check* and *Job Stress Analysis* - and each participant went home with a spidergram self-assessment for continued reflection.

# IV. Closing & Resources





- You can't grow a green business in a burnt-out culture — and you can't sustain healthy people in a broken system.



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[Full 50-Question FWS Check HERE](#)

[Free Job-Stress Analysis HERE](#)

[Find Accredited Consultants HERE](#)

[Other Workplace Health Resources](#)

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# Resources

## Reports, Data & Frameworks

- Job Stress Index (Switzerland, 2022)  
<https://www.gfs-bern.ch/wp-content/uploads/2022/11/Job-Stress-Index-2022-Resultatebericht.pdf>
- McKinsey Health Institute – Thriving Workplaces (2023)  
<https://www.mckinsey.com/mhi/our-insights/thriving-workplaces>
- World Health Organization – Mental Health in the Workplace  
<https://www.who.int/news-room/fact-sheets/detail/mental-health-at-work>
- Gallup – State of the Global Workplace Report (2023)  
<https://www.gallup.com/workplace/349484/state-of-the-global-workplace.aspx>
- AON Global Wellbeing Survey 2022–2023  
<https://www.aon.com/global-wellbeing-survey>
- WHO Healthy Workplace Framework  
[https://www.who.int/occupational\\_health/healthy\\_workplaces/en/](https://www.who.int/occupational_health/healthy_workplaces/en/)
- Swiss Triple Impact (STI)  
<https://blab-switzerland.ch/swiss-triple-impact/>
- Swiss Impact & Prosperity Initiative (SIPI)  
<https://www.impact.swiss/>

## Coaching & Workplace Well-Being Resources

- Ellen Kocher article – Why Health Coaching Should Be Part of Every Workplace Strategy  
<https://globalwellnessinstitute.org/global-wellness-institute-blog/2022/06/15/why-health-coaching-should-be-part-of-every-workplace-strategy/>
- White Paper – Health and Wellness Coaching for Sustainable Business Outcomes  
<https://globalwellnessinstitute.org/global-wellness-institute-blog/2023/04/03/white-paper-health-and-wellness-coaching-for-sustainable-business-outcomes/>
- PowerPoint – Health & Wellness Coaching for Sustainable Business Outcomes  
<https://globalwellnessinstitute.org/global-wellness-institute-blog/2023/06/05/powerpoint-health-and-wellness-coaching-in-the-workplace/>

[health-and-wellness-coaching-in-the-workplace/](https://globalwellnessinstitute.org/global-wellness-institute-blog/2023/06/10/infographic-health-wellness-coaching-in-the-workplace/)

- Infographic – Health & Wellness Coaching in the Workplace  
<https://globalwellnessinstitute.org/global-wellness-institute-blog/2023/06/10/infographic-health-wellness-coaching-in-the-workplace/>
- Label Friendly Workspace Check (PSS GSE tool)  
<https://www.promotionsante.ch/fr/domaines/gse/label-friendly-workspace.html>
- Job Stress Analysis – Online Tool  
<https://promotionsante.ch/fr/domaines/gse/job-stress-analysis.html>

## Scientific & Coaching Sources

- PubMed – Coaching for Workers with Chronic Illness  
<https://pubmed.ncbi.nlm.nih.gov/31307233/>
- PubMed – Wellness Coaching in Community Pharmacy  
<https://pubmed.ncbi.nlm.nih.gov/33208922/>
- International Coaching Federation (ICF)  
<https://coachingfederation.org/>
- National Board for Health & Wellness Coaches (NBHWC)  
<https://nbhwc.org/>

## Workplace Well-Being & Inclusion (Additional Sources)

- Verywell Health – Naturopath vs. Naturopathic Doctor  
<https://www.verywellhealth.com/naturopath-vs-naturopathic-doctor-5271656>
- WellRight – Designing a Corporate Wellness Program  
<https://www.wellright.com/blog/designing-corporate-wellness-program>
- WellRight – Creating an Inclusive Culture of Belonging in the Remote Workplace  
<https://www.wellright.com/blog/creating-inclusive-culture-of-belonging>



**Any questions?**



## Switzerland's national platform for regenerative prosperity

**3** Missions  
Enablers  
Levers  
of transformation

