



Introducing our new bitesize module

# Behavioural Insights: Boosting Employee Engagement

The health and wellbeing of your workforce has never been so important. We've created the Academy to provide clinical insights and expertise to help organisations define and deliver their wellbeing strategies. We're here to help you build a more resilient, happier and healthier workplace where everyone can thrive.

**Our latest module is now available - Behavioural insights: boosting employee engagement.** Find out more below.



## The Academy provides:



**Exclusive access** to clinical insights through our bitesize videos, core modules and online guides.



**Expert thinking** from leading Bupa clinical and healthcare experts with frontline experience.



**Opportunity to collaborate** with Bupa clinicians and wellbeing experts to build actionable plans from health awareness campaigns to people policies.

Employers can play a unique role in helping their employees change behaviours and be in more control of their own health. During this video Bupa's behavioural scientists share tips, tools and advice on how to apply behavioural insights to boost employee engagement to build a healthier workplace.

You'll learn how to build effective engagement programmes that encourage employees to pro-actively use health and wellbeing services.

### Why is using behavioural insights important?

Unless a business influences behaviour, it will not succeed. Too often, solutions that are implemented to overcome challenges are based on how we want individuals to behave, rather than how they actually behave in the real world.

### Behavioural insights can be applied in the workplace to:

- Encourage employees to engage in conversations about their wellbeing
- Increase use of health and wellbeing services that provide early intervention
- Encourage employees to take more control of their health and utilise preventative practices

### What you can expect from this module

- A deeper understanding of the benefits of boosting employee engagement
- Discover what we mean by 'wellbeing engagement' and learn effective techniques to encourage employees to better engage with their own health and wellbeing
- A practical three-step approach to apply behavioural insights to your health and wellbeing programmes:
  - **Spot opportunities** to improve engagement
  - **Identify the barriers** to address and prioritise
  - **Design bespoke solutions** that align with your culture

Workplace

## Health and Wellbeing Academy

**For information on our other academy modules please speak to your Account Manager.**