

CASE STUDY

Elevate



OVERVIEW

Elevate is based on Managers on the Move, a leadership-meets-wellness training workshop created by Laura Putnam, CEO of Motion Infusion and world-renowned wellness speaker and author. Leveraging long-standing Gallup research, along with data gathered by Laura Putnam, this workshop was built on the premise that the manager or team leader is uniquely positioned to influence the well-being of their team members. According to Gallup, the manager likely accounts for up to 70% of the variance of their team members' engagement with both their work and their well-being.

According to MetLife Employee Benefits Trends, rising rates of employee stress and burnout are having a detrimental effect on productivity, engagement, and on the bottom line. The COVID-19 pandemic has further impacted these factors. Today, 2 out of 3 employees say they feel more stressed than they did before the pandemic.

CHALLENGES

Before Blue Cross Blue Shield of North Dakota (BCBSND) and Laura Putnam launched Motion Infusion's "Managers on the Move" Workshop Series, BCBSND was facing the following challenges:

- High levels of employee stress
- High levels of employee burnout
- Underutilized wellness services
- Gaps in reported levels of well-being between managers and employees

When employees trust their managers, they are 14x more likely to be highly engaged in their work, compared with those who don't trust their managers, according to a 2020 study by ADP Research Institute.



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RESULTS

After the workshop series was conducted across the company, BCBSND reported the following increase in key wellness and well-being metrics:

93% 

increase in employees reporting that their manager creates activities and systems that support well-being for their team

42% 

increase in employees reporting that their work enables them to be the best version of themselves

53% 

increase in managers reporting that their work enables them to be the best version of themselves

24% 

increase in overall well-being reported by employees

36% 

increase in overall well-being reported by managers

To be honest, I have not really ever thought about incorporating wellness into my leadership style and now that I've been involved with Managers on the Move, I can't imagine not doing so.

TRACY FARAHMAND, DIRECTOR OF NETWORK MANAGEMENT AT BCBSND

FINAL TAKEAWAYS

Team leaders hold the key to sparking a “middle-out movement” across the organization by serving as “multipliers” of well-being that can activate and invigorate the entire workforce. By deploying Managers on the Move, BCBSND addressed multiple organizational forces, creating a culture of well-being that has led to real and lasting change. Elevate is designed to have the same positive impact on your organization.