

Workplace wellbeing strategy canvas

Overview

Employee wellbeing isn't a one-off initiative – it's a long-term business strategy. But too often, workplace wellbeing efforts are reactive, fragmented, or disconnected from what employees actually need.

The **Workplace Wellbeing Strategy Canvas** is a practical tool to help HR, People, and leadership teams build a wellbeing strategy that is structured, scalable, and meaningful.

It brings together the key elements of a high-impact approach – from defining your vision and pillars to setting measurable goals, understanding employee needs, and embedding accountability.

This canvas is designed to:

- Align wellbeing efforts with your business goals and values
- Identify the most relevant areas of focus for your organization
- Turn insight into clear, actionable initiatives
- Build trust and engagement through transparency and follow-through
- Prevent burnout, boost performance, and create a workplace where people thrive

Use it to:

- Co-create strategy in leadership offsites or workshops
- Audit and refresh existing wellbeing efforts
- Launch a new wellbeing program with clarity and momentum
- Anchor team discussions in data, purpose, and employee voice

1. Vision and purpose

Set the foundation for the entire strategy. This section defines *why* wellbeing matters to your business – beyond perks and programs – and links it to culture, performance, and retention.

Deliverable example:

"Our vision is to foster a workplace where wellbeing is embedded in daily decisions – not bolted on – with a focus on long-term sustainability, psychological safety, and inclusive practices."

Steps to complete:

1. Ask leadership: "Why do we want to invest in wellbeing now?"
 2. Review company values, mission, and engagement trends.
 3. Draft a short purpose statement aligned to your business strategy.
 4. Refine it with senior leadership input.
-

2. Wellbeing pillars (areas of focus)

Define the core dimensions of wellbeing that your strategy will support. These become your structure for goals, measurement, and actions.

Deliverable example:

Pillars: **1)** Mental health, **2)** Sustainable workload, **3)** Social connection, **4)** Inclusive flexibility

Steps to complete:

1. Review existing wellbeing efforts and identify gaps.
2. Review employee feedback and segment themes.
3. Use a whiteboard or canvas tool to cluster needs into categories.
4. Narrow down to 3–5 key pillars.

3. Target outcomes and metrics

Make the strategy measurable and accountable. For each pillar, define what success looks like and how you'll track progress.

Deliverable example:

Pillar	Outcome	Leading metric	Lagging metric
Mental health	Employees feel safe talking about mental health	% of managers trained	% of mental health-related issues resolved by manager vs issues escalated to HR
Social connection	Employees feel more connected to peers and teams	% participation in team rituals or events	Engagement survey score on connection/trust
Workload & pace	Workload is evenly distributed and sustainable across teams	Workload vs burnout score	
Growth and purpose	Employees feel their work contributes to something meaningful	% who say their goals are clear and aligned	% of role progressions on a yearly basis

Steps to complete:

1. Define 1–2 outcomes per pillar.
2. Choose leading metrics (short-term inputs).
3. Choose lagging metrics (long-term outcomes).
4. Set baselines using internal data.

4. Employee needs and input

Make sure your strategy is grounded in real employee feedback – not assumptions or generic ideas.

Deliverable example:

"Only 34% of employees feel their workload is manageable. Feedback from exit interviews highlights manager support as a key gap."

Steps to complete:

1. Review data: surveys, exit interviews, pulse checks.
 2. Conduct quick employee interviews or focus groups.
 3. Summarize top 3–5 needs or patterns.
 4. Validate with 1–2 employee groups or ERGs.
-

5. Key initiatives

Turn strategy into action by listing specific, tangible programs or actions that directly address your pillars.

Deliverable example:

- Train 100% of managers in mental health conversations
- Implement quarterly team capacity planning
- Launch peer support program

Steps to complete:

1. For each pillar, brainstorm 2–3 initiatives.
2. Prioritize by effort vs. impact.
3. Assign owners to each one.

4. Document them in a shared roadmap.
-

6. Ownership and accountability

Clarify who is responsible for delivery and how progress will be governed, tracked, and reviewed.

Deliverable example:

"People Team owns delivery. Monthly check-ins with SLT. Managers report on team wellbeing quarterly."

Steps to complete:

1. Assign an owner for the overall strategy.
 2. Assign initiative owners.
 3. Define your review rhythm (monthly, quarterly).
 4. Agree how updates will be shared (e.g. via dashboards, reports).
-

7. Communication and engagement plan

Ensure people know what's happening, how it affects them, and how they can get involved. Engagement is as important as execution.

Deliverable example:

"Launch plan includes manager cascade, Slack campaign, and wellbeing newsletter. Two-way feedback forms linked in every post."

Steps to complete:

1. Map your stakeholders (employees, managers, leadership).
 2. Draft key messages for each group.
 3. Choose channels (email, Slack, events).
 4. Plan a launch and follow-up cadence.
-

8. Barriers and risks

Anticipate blockers before they derail your work. Create a proactive plan to mitigate cultural, operational, or resourcing risks.

NB: *If you have a small or time-poor people team, consider relying on/investing in tools and more training for managers to survey and action these themselves.*

Deliverable example:

Risk	Likely impact	Mitigation strategy
Manager skepticism	Low adoption	Train in business case for wellbeing
Lack of exec sponsorship	No funding or prioritization	Brief leaders with data on ROI and employee expectations
Low participation in wellbeing initiatives	Missed outcomes, perception of failure	Involve employees in co-creation; align initiatives with real needs
Wellbeing seen as "soft" or "extra"	Cultural resistance, low adoption	Connect to business outcomes like retention, productivity

Steps to complete:

1. Brainstorm with cross-functional team.
2. Identify cultural, resource, and timing risks.

3. Document mitigation plans.
 4. Assign a point person for each key risk.
-

9. Next steps and launch actions

Convert strategy into execution by clearly defining what needs to happen next and who's responsible.

Deliverable example:

Action	Owner	Due date	Notes
Finalize canvas and circulate	People lead	May 12	SLT sign-off needed
Launch wellbeing check-in survey	Ops partner	May 19	Pulse + free-text
Create wellbeing strategy slide deck for SLT	People lead	July 5	Include business case + pilot plans
Build and test capacity planning worksheet	Ops partner	July 15	Use in Q3 planning cycle
Launch first manager training pilot session	L&D lead	August 1	Focus: supportive 1:1 conversations

Steps to complete:

1. Review all previous sections.
2. Define short-term (30-day) launch actions.

3. Assign owners and deadlines.
4. Review progress weekly or bi-weekly.