



UK & INTERNATIONAL
HEALTH COACHING ASSOCIATION

wall to wall
health coaching
CONVERSATIONS



Whole Person Health and Wellbeing at Work: From Perks to Policy to Practice

FRIDAY 19 JUNE

From Perks to Policy to Practice



Izabella Natrins

UKIHCA CEO & RHC



Kate Moran

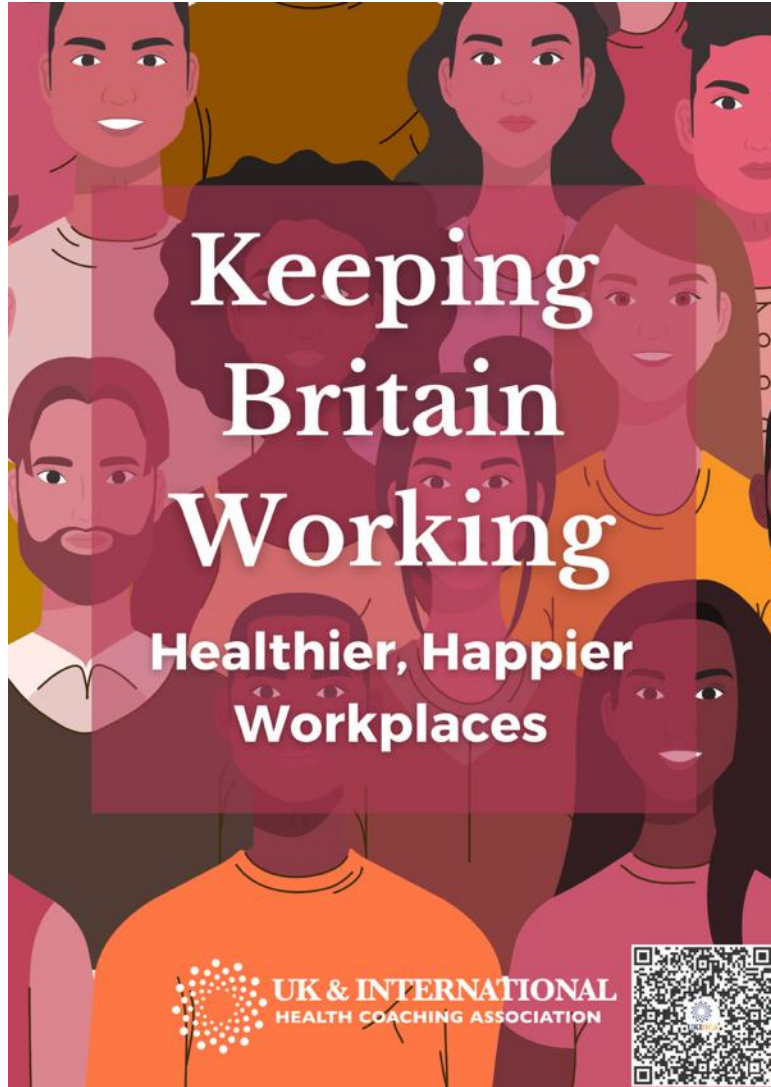
UKIHCA-RHC & Workplace
Whole-health & Wellbeing
Ambassador



Victoria Perkins

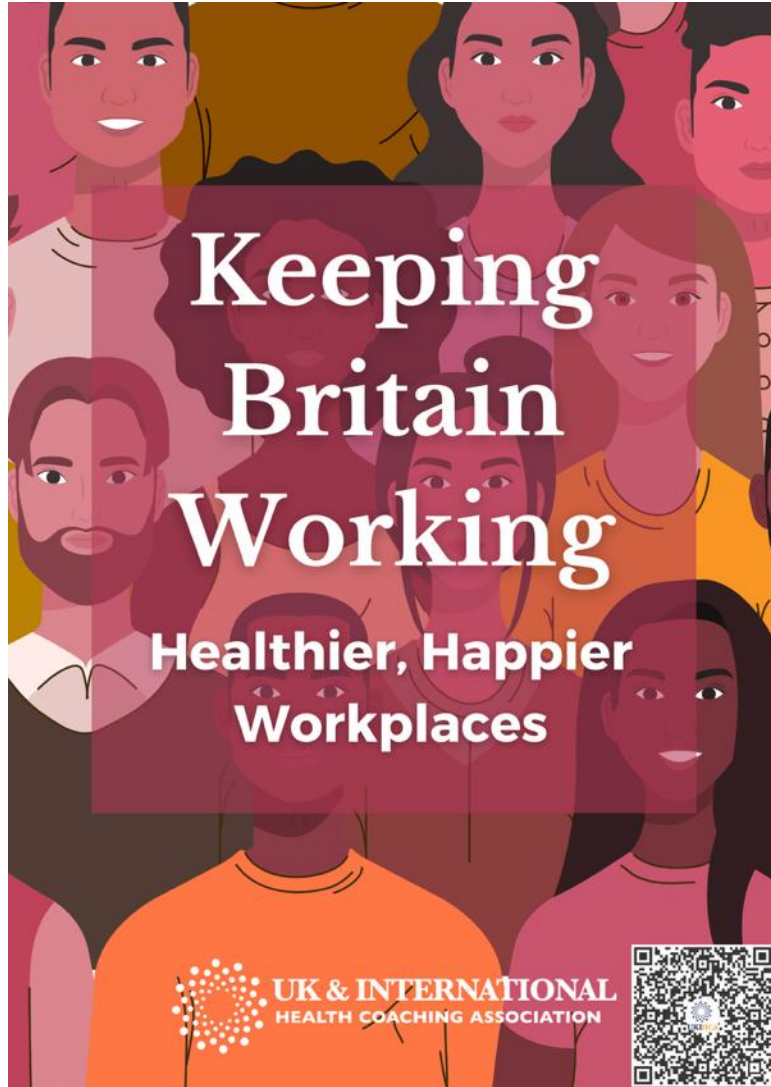
UKIHCA-RHC

From Wellbeing 'Perk' to Strategic Asset



Whole-person health and wellbeing is increasingly recognised as a driver of workforce capability, organisational resilience, and sustainable human and business performance.

Positioning Health Coaches as a Strategic Asset



How can health coaches connect employee needs with organisational priorities and position their work as a strategic asset?

Why this matters



- Workforce **strain**
- **Burnout**
- **Chronic health conditions**
- Engagement **challenges**
- **Presenteeism**
- **Absenteeism**
- **Sustainable** performance
- **Ageing** workforce
- Retention **pressures**
- Leadership **expectations**
- Board **governance** & **legal** responsibility

Why do organisations invest in workforce wellbeing?



- **Organisational** priorities
- **Business** realities
- **Workforce** pressures

The shift



From:

- Wellbeing initiatives
- Reactive support
- Isolated activities

Towards:

- Workforce sustainability
- Organisational capability
- Prevention
- Flourishing
- Strategic workforce health

Workplace **wellbeing** is increasingly becoming a **strategic conversation**.

What leaders care about



Leaders are focused on:

- Retention
- Workforce capability
- Engagement
- Productivity
- Organisational culture
- Sustainable performance
- ESG – Environmental, Social & Governance
- Risk management & Asset protection
- Regulators, professional indemnity insurers

Leaders rarely buy wellbeing activities.
They **invest** in **organisational outcomes**.

What health coaches often pitch



- Stress reduction
- Self-care
- Healthy habits
- Wellness support
- Wellness workshops

Would this language engage **executive-level** attention?

‘Pitching’ Conversations



Role Play

Translating into Strategic Language

Coaching Language

Stress management

Wellness

Self-care

Healthy habits

Burnout support



Strategic Language

H&S / risk management

Workforce sustainability

Sustainable performance

Behaviour change capability

Risk mitigation

We are not changing the work. We are changing how we communicate its relevance.

Mini Reframing Exercise



Rewrite:

“I help employees improve wellbeing and reduce stress.”

for:

- HR
- Leadership
- Executive level

Mini Reframing Exercise



HR framing: employee wellbeing and engagement > organisational performance

Leadership framing: sustainable team performance and productivity

Executive framing: workforce capability, human flourishing, organisational risk, strategy and business outcomes

Audience & Primary Concern



HR

Employee wellbeing & engagement

Leadership

Team performance & resilience

Executive/Board

Workforce capability, risk, organisational performance, flourishing

Same coach. Same intervention. Different conversation.

Executive Level Conversations



Less about wellbeing, more about:

- Risk
- Human capital
- Productivity
- Economic performance
- ESG
- Insurance and absence costs

The Challenge for Health Coaches



- It's NOT *changing* WHAT we do
- It's *connecting* WHAT we do to the OUTCOMES leaders are accountable for

Same coach. *Same intervention. Different conversation.*

Break time!

That wraps up **Part 1** of this session

We'll take a break for lunch now...

See you back here for **Part 2** at 1.30pm!

Beyond Engagement Scores



**Beyond Engagement Scores:
Rethinking How We Measure
Workplace Wellbeing**

What are organisations really measuring when they measure wellbeing?

- How is 'wellbeing' defined?
- What is currently measured?
- What is not captured?
- Moving upstream
- The health coaching space



From ‘Wellbeing’ to ‘Flourishing’

“Work can shape human flourishing in profound ways”

(Harvard Human Flourishing Program)

Health Coaching



Organisational
Performance

Human
Flourishing

Traditional Workplace Wellbeing

- Reduce absence & stress, manage health risks, improve **productivity**

Whole-Person Health & Wellbeing

- Physical & mental health, meaning, purpose, relationships, personal agency, **sustainable performance**

Strategic Shift

- Risk → Capacity → **Flourishing**

Facilitated Debrief



What stood out to you from that **perspective**?

What **implications** might this have for how health coaches position their work?

Using the ‘Keeping Britain Working’ White Paper Strategically



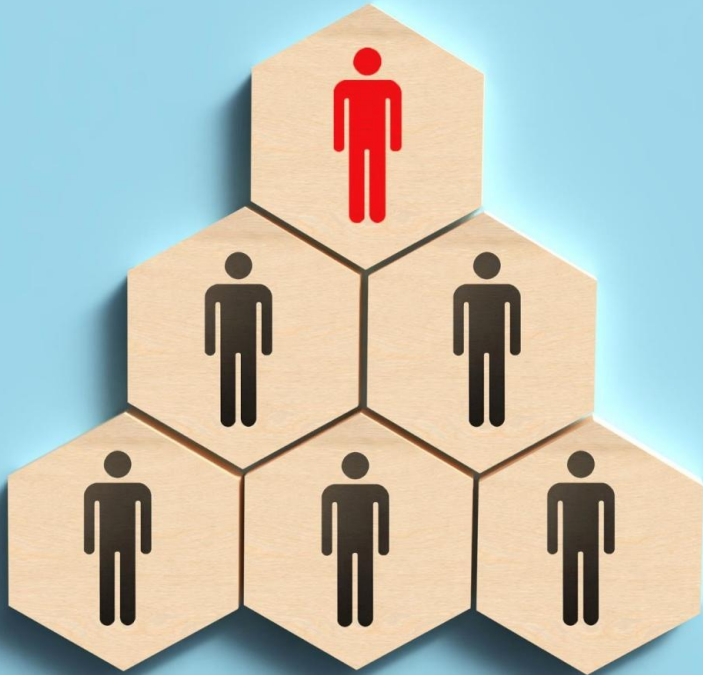
The White Paper can support:

- Workplace **conversations**
- **Proposals**
- Stakeholder **meetings**
- Leadership **discussions**
- LinkedIn **positioning**
- Workshop **framing**
- **Credibility** and **legitimacy**

The White Paper gives you **strategic language** and **organisational framing**.

Using the 'Governance Aligned Workforce Health & Wellbeing Coaching' Paper Strategically

Governance-Aligned Workforce Health and Wellbeing Coaching for Organisations



The Governance Aligned Paper can support:

- Board and governance **conversations**
- ESG and sustainability **discussions**
- Organisational risk **framing**
- Occupational health **collaboration**
- Cross-functional stakeholder **engagement**
- Workforce strategy **discourse**
- Positioning health coaching as a systems **solution**

The paper provides **governance language** and organisational **systems framing**.

<https://ukihca.short.gy/gaw>



Using the ‘From Pricing to Reducing Risk’ Paper Strategically



From Pricing Risk to
Reducing Risk:
How Behavioural Health
Strategy Can Lower Claims,
Improve Outcomes, and
Drive Workplace
Performance

Why health and wellbeing coaching must sit
at the centre of insurance and workplace strategy

Izabella Natrins, CEO UKIHCA, UKIHCA-RHC,
Health Research Psychologist

The Pricing > Risk Paper can support:

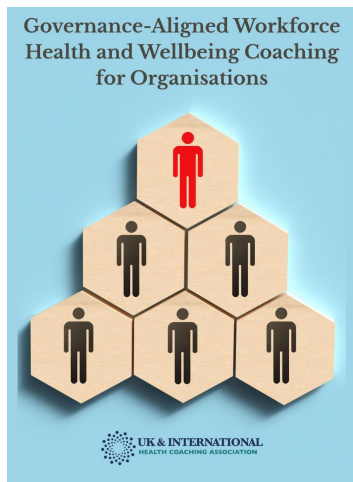
- Insurer and broker **discourse**
- Commercial and financial **discussions**
- Prevention-focused **proposals**
- Risk reduction **positioning**
- Data and outcomes **conversations**
- Strategic **partnerships** with employers
- Positioning coaching as an **upstream intervention**

The paper provides risk **reduction language**
and economic & insurance **framing**.

<https://ukihca.short.gy/pricing-risk>



Strategic Positioning Opportunities



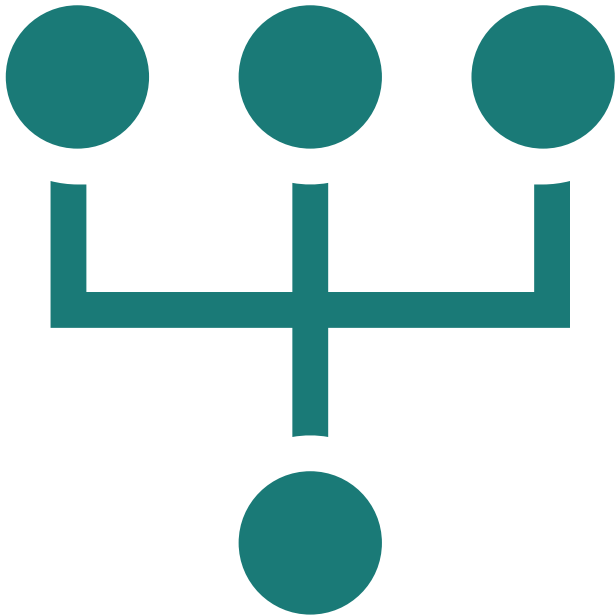
Together, these resources help UKIHCA-RHCs position themselves as:

- Health behaviour change **specialists**
- Workforce health & wellbeing **partners**
- Resilience and capability **facilitators**
- Prevention-focused **professionals**
- Contributors to healthier **workplace culture**
- Strategic partners in **workforce sustainability**
- Supporters of organisational **risk reduction**
- A bridge between **individual wellbeing** and **organisational performance**

They enable RHCs to speak credibly across:

- **Operational** priorities
- **Leadership** and **governance** discussions
- **ESG** and **workforce** sustainability agendas
- **Prevention** and **insurer-risk** conversations

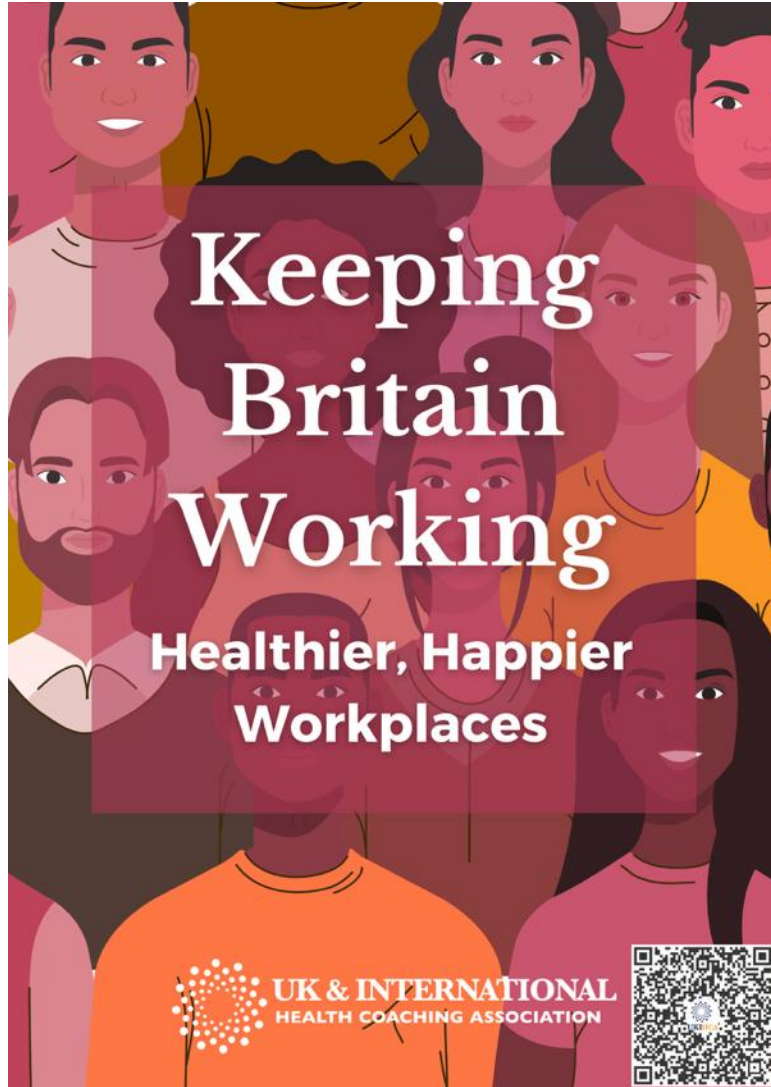
The Strategic Conversation Framework



4-Part Structure:

- **Workforce** challenges
- Know your **audience**
- Position health coaching **strategically**
- Connect to **organisational** outcomes

Follow-Up Webinar Invitation



Continuing the Conversation

UKIHCA Webinar: **Weds 29 July 7.30-9.00pm BST**

In this UKIHCA follow-up webinar we will explore:

- Strategic workplace **conversations**
- **Executive-level** language
- Proposal **framing**
- Role play **practice**
- **Organisational** scenarios
- Positioning your work more **strategically**

Click the QR code for more &
to register for the webinar



Resources





www.ukihca.com
info@ukihca.com
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