

HEALTH WEALTH CAREER

REBA WELLBEING CONGRESS

PERSONALITY, IDENTITY & WELLBEING

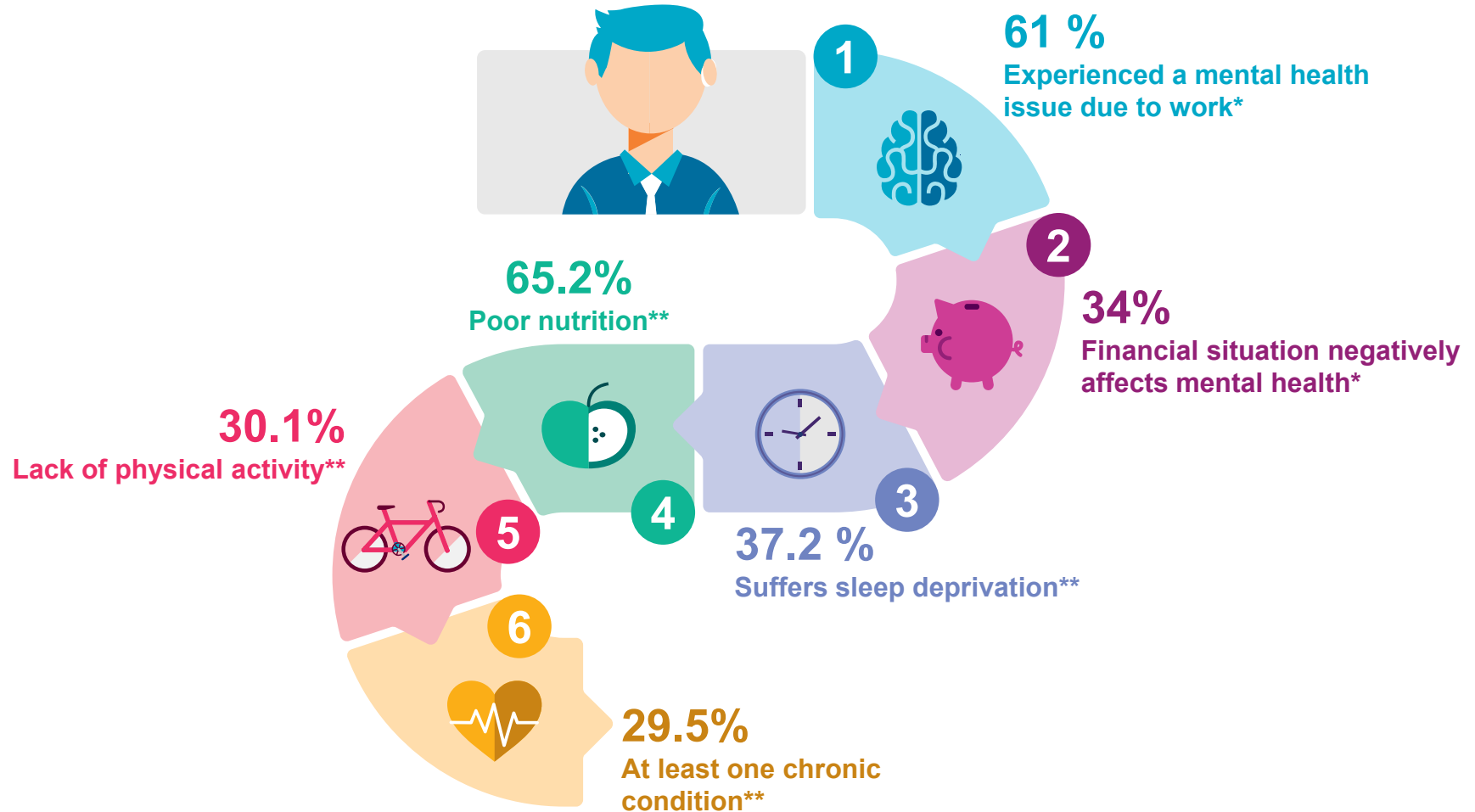
June 2019

Wolfgang Seidl & Nick McClelland



The role of personality, identity and behaviours to support your culture of wellbeing.

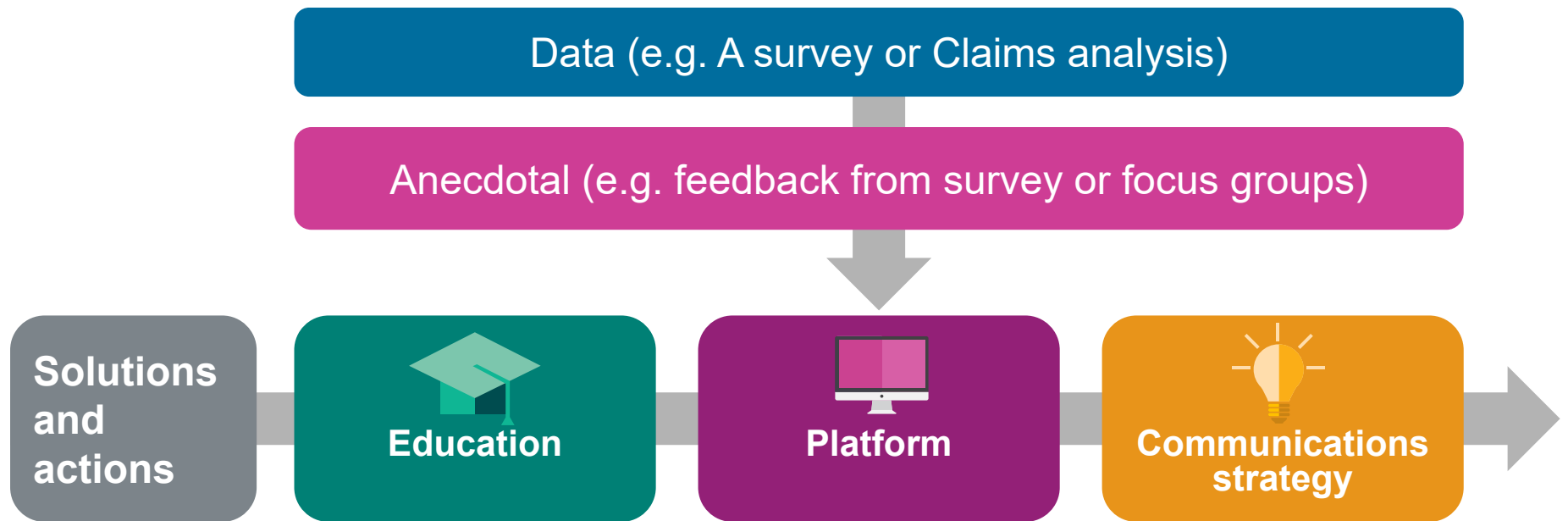
WELLBEING JOURNEY A SYSTEM OF DECLINE



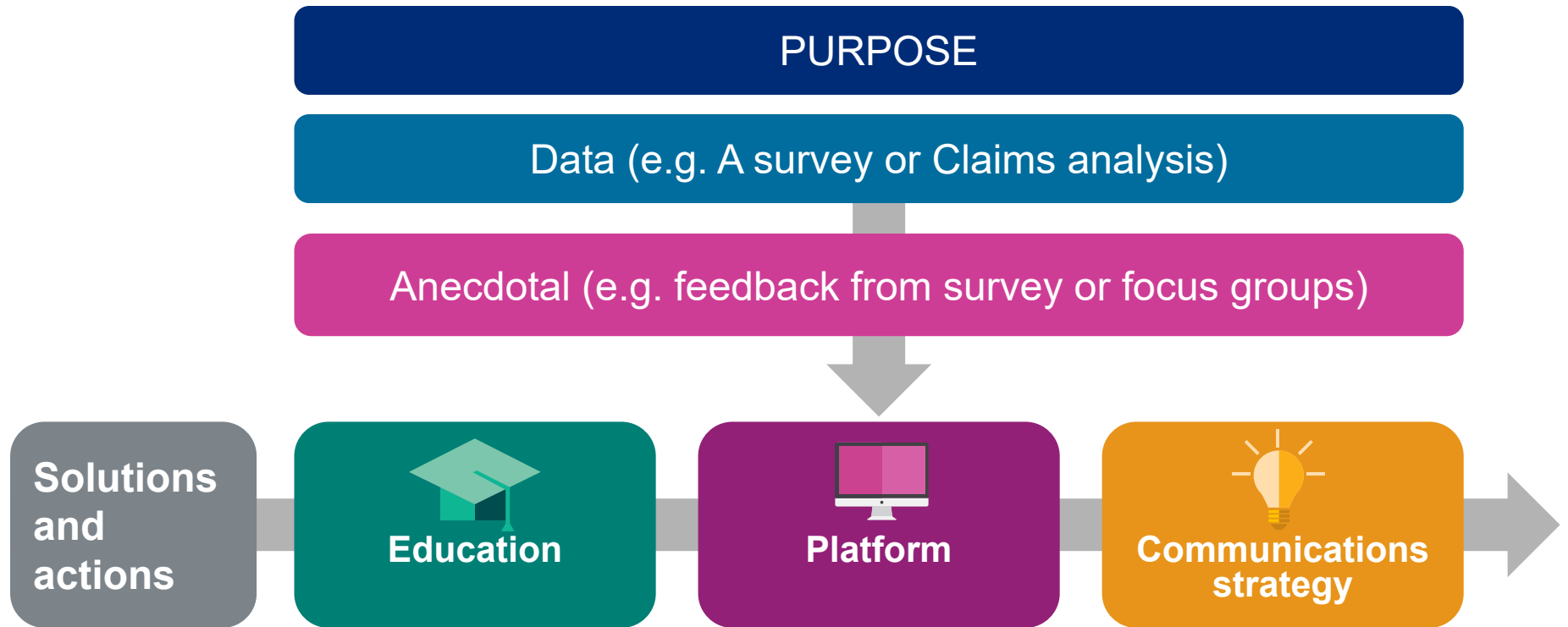
* Mental Health at Work Report 2018

** Britain's Healthiest Workplace 2018

THE NORMAL APPROACH



THE VARIATION



THE VARIATION

PURPOSE

1 Do you want to tick the corporate box and be seen to be doing something?

OR

2 Do you really want to support your people's wellbeing?

BACKGROUND TO THE RESEARCH

- Personality
- Health Identity
- Past Health Experience
- Likelihood of engaging in health behaviours
- The role of reward, recognition & competition
- Perceptions of health risks
- Health Outcome expectancies
- Current health and wellbeing
- Health & Wellbeing Culture
- Health & Wellbeing Communications



N = 2,500



42% Male

58% Female



Average age: 39

Range: 18-70

570,000 data points!!

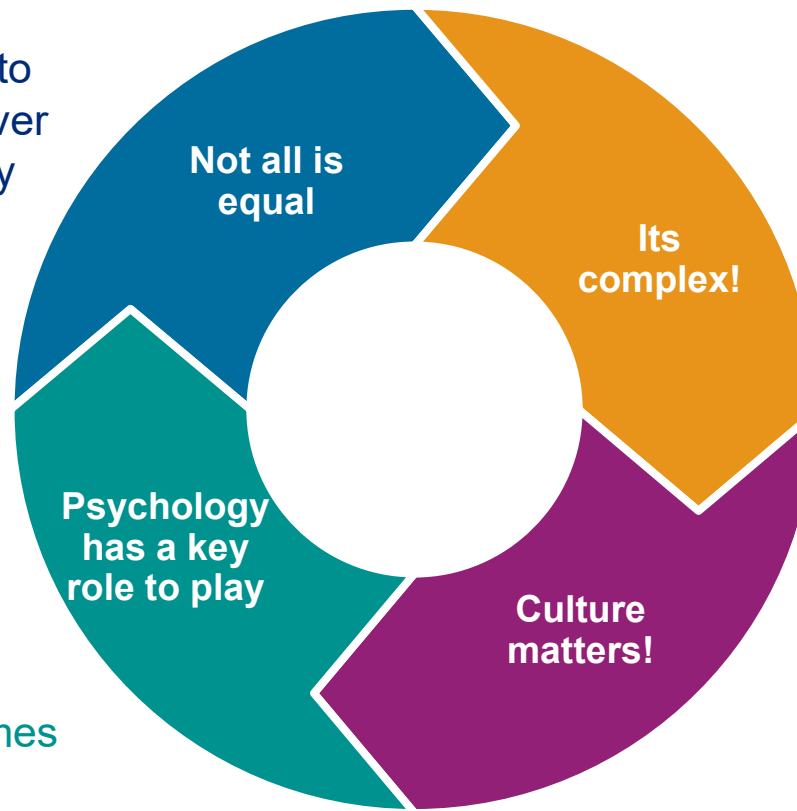
We could breakdown the results for all pillars of wellness: Physical, Mental, Social and Financial but...

THE KEY FINDINGS

KEY FINDING: a clear link in the importance of considering all wellbeing pillars as part of your strategy and that people's personal needs are not embedded in one specific pillar

People are twice as likely to state physical wellbeing over mental wellbeing is the key to happiness!

Conscientiousness, Neuroticism and Extroversion Personality traits has a stronger influence on our wellbeing identity than actual outcomes



The majority of people believe in the importance of wellbeing however confidence in approach and maintaining is very low

A resounding majority of people would be proud to work for an organisation who embeds wellbeing in their corporate culture

THE VARIATION

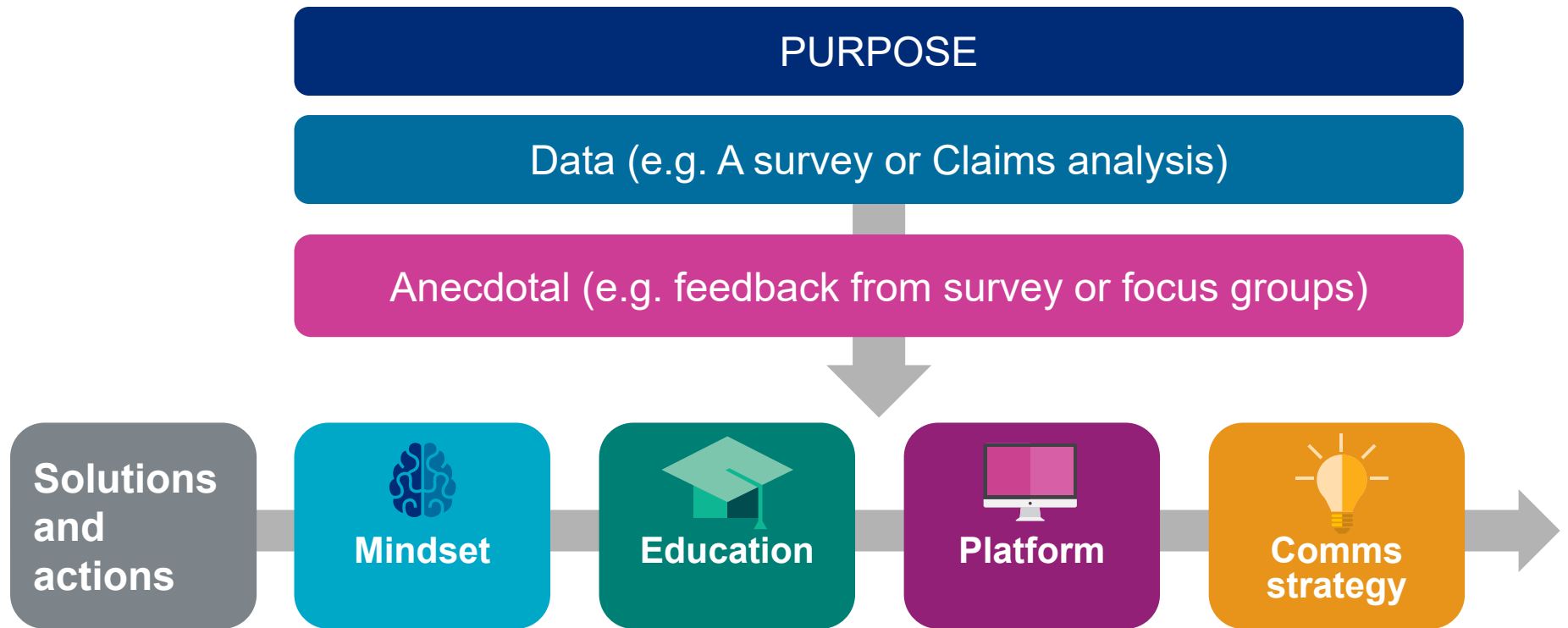
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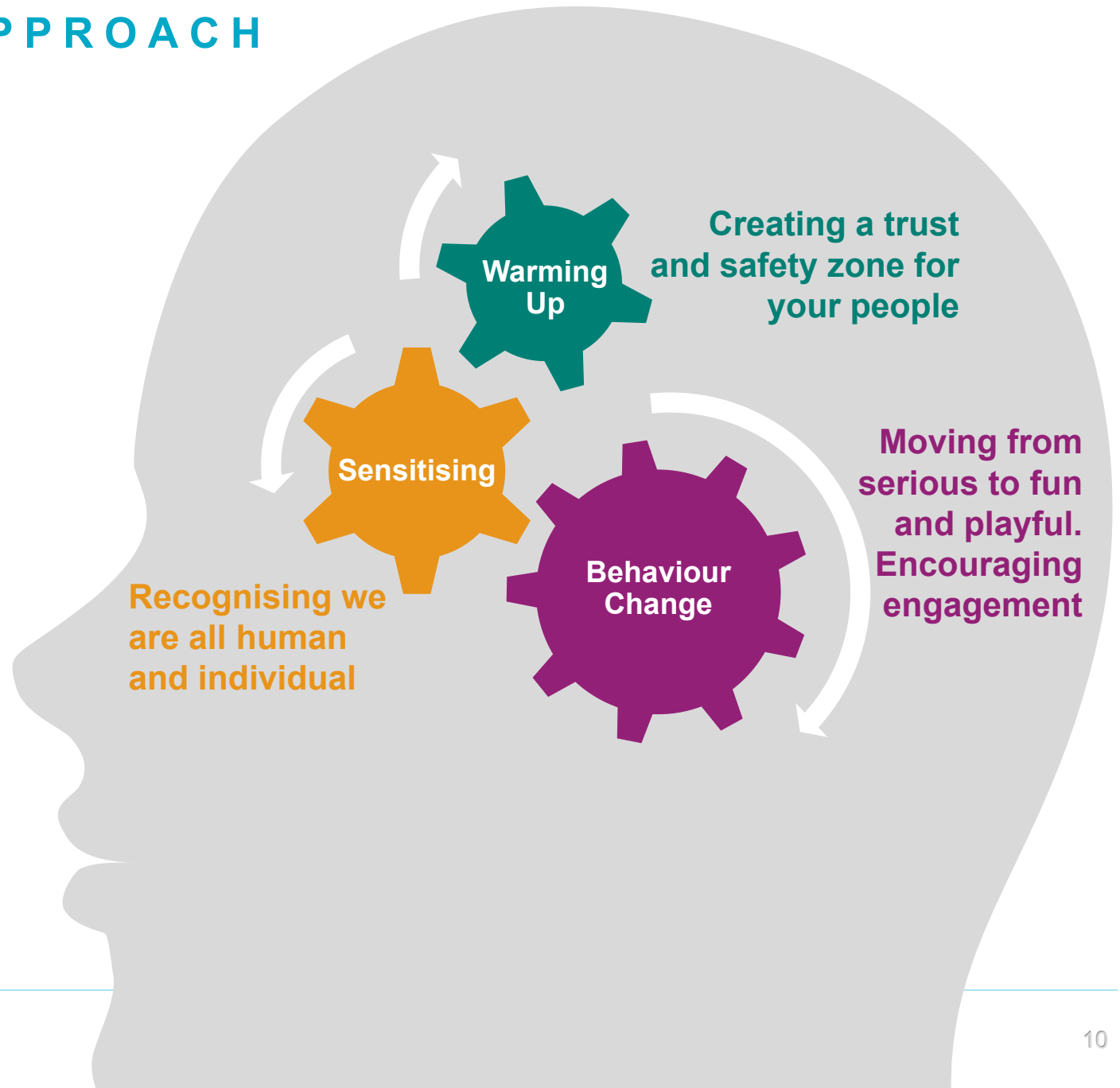
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2 Do you really want to support your people's wellbeing?

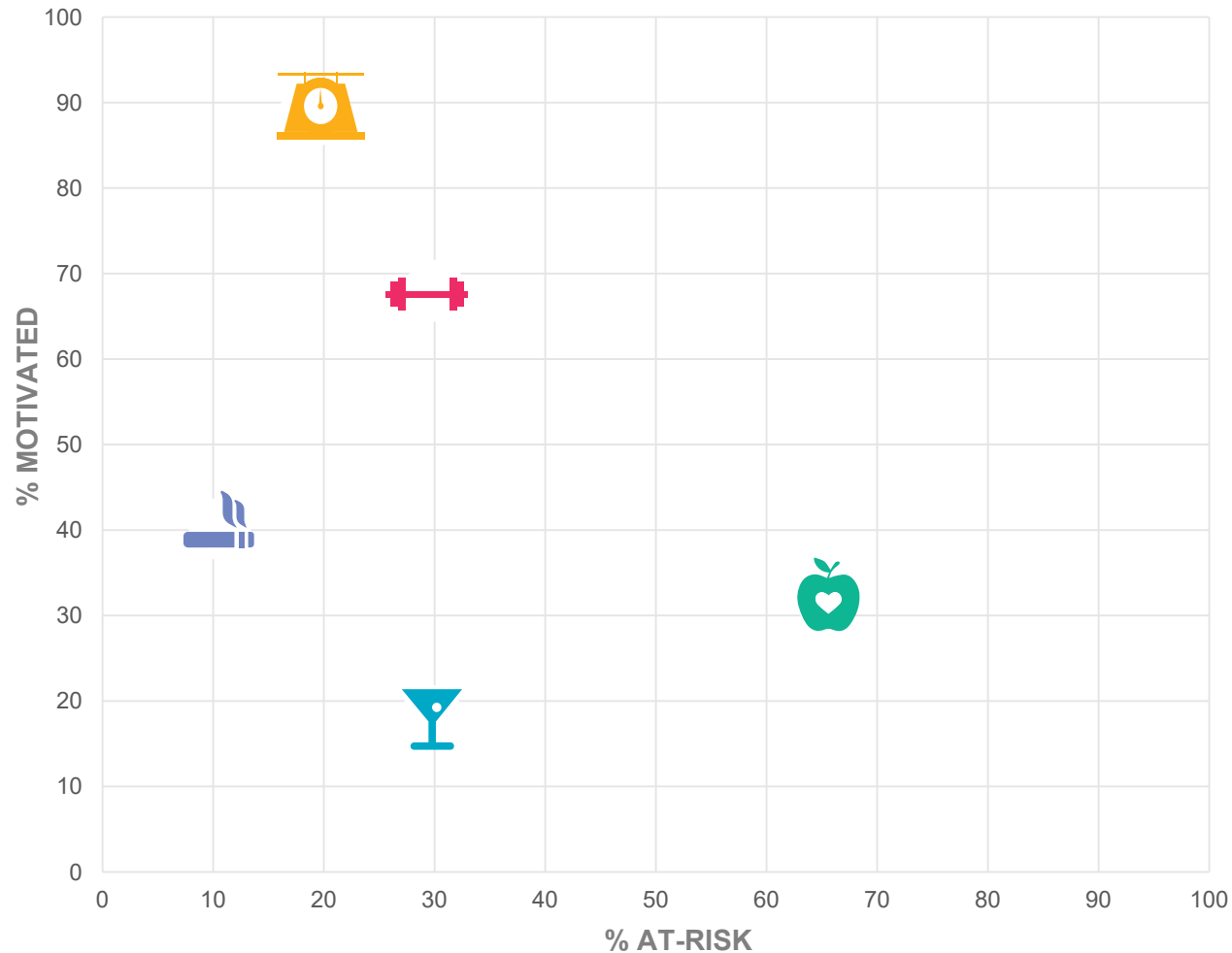
THE VARIATION



MINDSET APPROACH

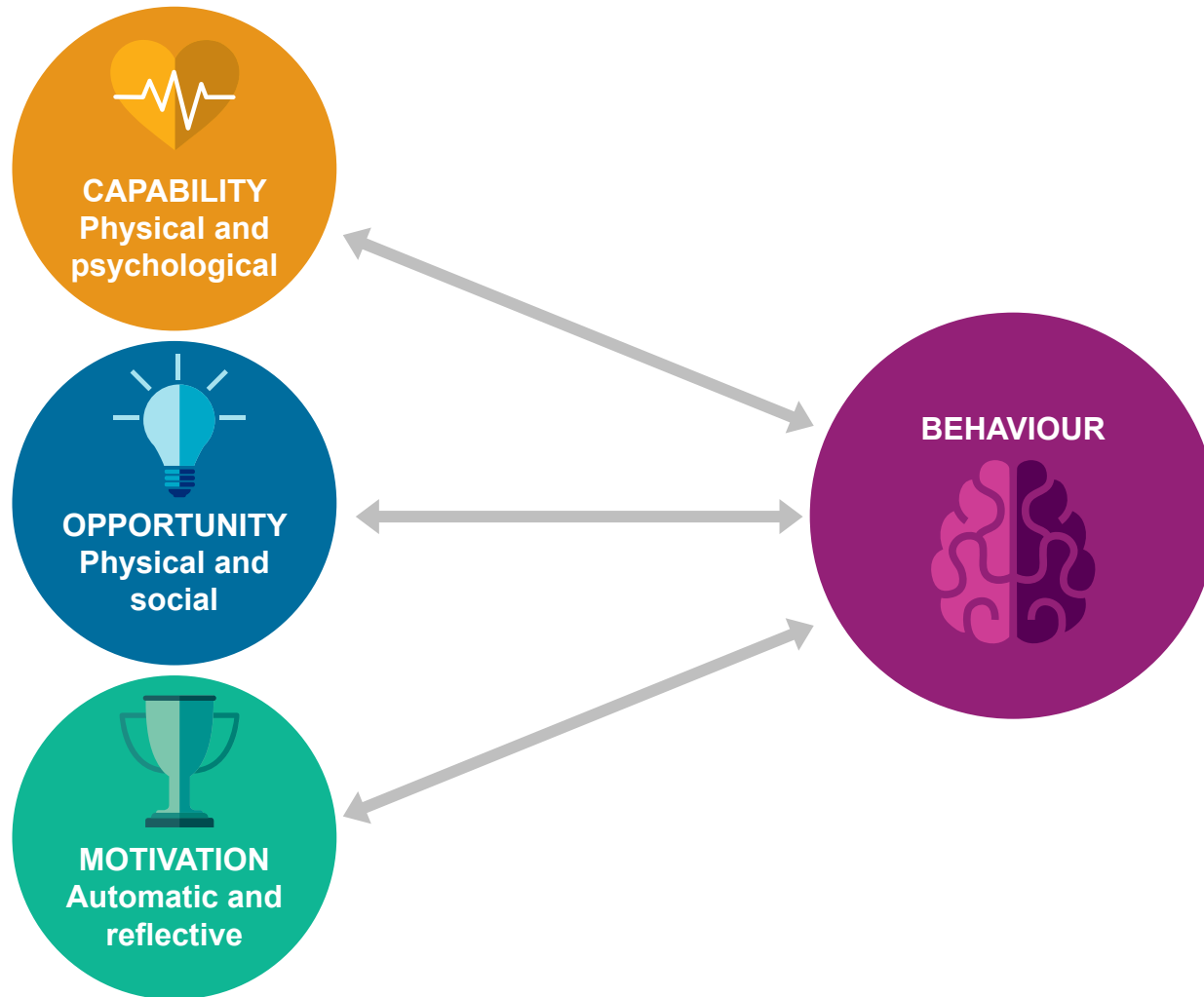


RISK AND MOTIVATION TO CHANGE BRITAIN'S HEALTHIEST WORKPLACE 2018



Exercise	
Nutrition	
Smoking	
Drinking	
Weight	

COM-B MODEL OF BEHAVIOUR CHANGE





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