



## HERO ENGAGEMENT COMMITTEE

### Purpose:

This committee is charged with the long-term goal of understanding the correlative and causal interrelationships between:

1. **Engagement in health and well-being:** understanding the science supporting *initial* and *sustained* engagement in and *ownership of* personal health status. The committee will first define or adopt an existing definition of “employee engagement” and will then focus on understanding and promulgating knowledge about this concept related to electronic, telephonic and other engagement modalities and techniques. A material aspect of the committee’s work will focus on the use of existing tools such as the HERO Scorecard and previously measured, recognized best practices such as organizational culture and leadership as well as emerging behavioral economics concepts related to incentive design, consumer-marketing techniques, and the assessment and methods to measure engagement.
2. **Employee engagement in organizational success:** exploring the relationship between employee engagement in health and well-being, individual and team performance, and *engagement* (broadly defined) in organizational success. It is expected that this will principally involve the following key component parts:
  - a. Baseline understanding: Understanding the current state of research on the topic of employee engagement (in general) and the related role of health and well-being as well as the impact on team and individual performance.
  - b. Correlation vs. Causality: Assess evidence for correlative or causal relationships between health and well-being, engagement and performance.
  - c. Research Recommendations: In the event that research and empirical evidence is insufficient to draw meaningful conclusions, the Engagement Committee will make recommendations to the HERO Research Committee for research projects that will advance the industry knowledge base related to this topic.
3. **Organizational success and organizational engagement in employee health and well-being:** understanding the role that organizational success and outcomes play in employee engagement, specifically related to health and well-being. The committee will consider the extent to which causal or correlative relationships exist between *organizational or business outcomes and engagement in employee health* and improved *personal engagement* in health and well-being.

### Committee Deliverables

The committee will define its deliverable early in its deliberations, but it is expected that a key deliverable will be a HERO Member Guide to Employee Engagement inclusive of best practices, case studies, and the like related to the three component parts of the charge.

### Committee Chairs

Dan Cave, *President & CEO, Envolve PeopleCare*

Sue Willette, *Senior Vice President, Aon Hewitt*