



HERO FORUM²⁰²³
Doing Well by Doing Good:
How Responsible Organizations are
Addressing Societal Challenges

Amplifying Social Impact and Workplace Health and Well-Being Initiatives: Lessons from the Field

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The increased focus on social impact and sustainability has led to a significant emphasis on being good corporate citizens. Managing the consequences of these rapidly changing business and social environments requires navigating challenges including incomplete data, contradictory opinions, and conflicting priorities. At the same time, growing economic inequities, expanding mental health needs, and intensifying climate hazards are colliding with ongoing cost and talent pressures. As we engage with new and existing stakeholders including investors, regulators, employees, and communities to tackle these issues, there are a variety of ways to reaffirm the links between health and sustainability. This panel brings the Forum23 theme home with concrete examples from three employers that are successfully ensuring that health and well-being is at the table and part of their broader efforts to address societal challenges. Panelists will discuss how health is being integrated in the frameworks they use, how they set goals, measure progress, and report results, and strategies for moving beyond static silos to connect and collaborate with internal and external stakeholders to improve health.

Learning Objectives

After completing this session, participants will be able to:

1. Describe examples of how leading organizations include health and well-being in their social impact frameworks.
2. Explain best practices in social impact measurement and reporting.
3. Discuss strategies for breaking down silos and promoting stakeholder collaboration to improve health.

1 CEU (ADV)

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HEROForum23 is the First of Many Steps towards Doing Well by Doing Good

Kerry Evers, PhD, ProChange Behavior Solutions, Inc.

Forum23 has provided an opportunity to explore the positive trends in the Environmental, Social, and Governance (ESG) movement, as well as highlighting some of the challenges. After a week of exploration, networking, and engaging discussions, this closing session will reflect on key themes and shared experiences from the Forum including highlights from a variety of sessions. High-level learnings of how workforce health and well-being aligns with organizational efforts to address broad social issues will be discussed. What are your key takeaways and the implications as we move forward?

Learning Objectives

After completing this session, participants will be able to:

1. Explore how the ESG movement can be aligned with workforce health and well-being efforts to increase shared value.
2. Discuss the positive trends and challenges with the ESG movement and how these may affect our work in workforce health and well-being.
3. Summarize how experiences at Forum23 will impact work moving forward.

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