



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

Well-Being 3.0: How to Unify Wellness, DE&I, and ESG Efforts with Purpose

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Proactive efforts to cultivate a healthy workforce and culture date back at least four decades in the U.S. Yet recent health and societal dynamics have transformed the employer-employee compact in ways that are still unfolding, and have exposed both gaps and opportunities in traditional efforts to cultivate health and well-being across the workforce. As more organizations elevate well-being to a C-suite focus, we see an emerging imperative to go deeper, and think bigger, when it comes to well-being. The lines between traditional benefits-led efforts to support Employee Wellness, and concurrent efforts to promote DE&I; to attract, nurture and develop talent; and to act as responsible stewards of shared and social resources through ESG initiatives have begun to blur, and the synergies between these efforts have started to come into focus. This dynamic panel session -- led by industry veterans and joined by panelists with real-world stories to share -- will unpack what we're calling 'Wellbeing 3.0', the purpose-centered fusion of personal, organizational, and social determinants of health, and the harmonizing of workforce well-being with broader DEI and ESG efforts. Finally, attendees will receive a roadmap with practical next steps to start transforming workforce well-being into a more unified and transformative set of activities with impact at the individual, organizational, and community levels.

Learning Objectives

After completing this session, participants will be able to:

1. Identify 5 factors that contribute to workforce well-being, engagement, and sense of purpose, and how to measure them.
2. Describe 3 new strategies for aligning well-being, DE&I, and ESG efforts in ways that better engage your workforce.
3. Cite specific impacts studies and stories shared by speakers and panelists to engage leaders and garner support for gaining leadership support and getting colleagues to the table.

1 CEU (ADV)

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