



CTW Events

The 2025 Guide to

Building a Better Workplace Culture

www.ctwevents.org



Objectives

01

Highlight the importance of employee wellbeing in today's global business environment.

02

Engage in an interactive session to explore how your company can support personal wellbeing.

03

Showcase a range of actionable, inclusive wellbeing initiatives that can be implemented in businesses of all sizes and industries.

04

Provide a comprehensive wellbeing toolkit to help strengthen and sustain a culture of wellbeing in your organization.



The focus is on taking a **holistic approach** to wellbeing!



What is Wellbeing?

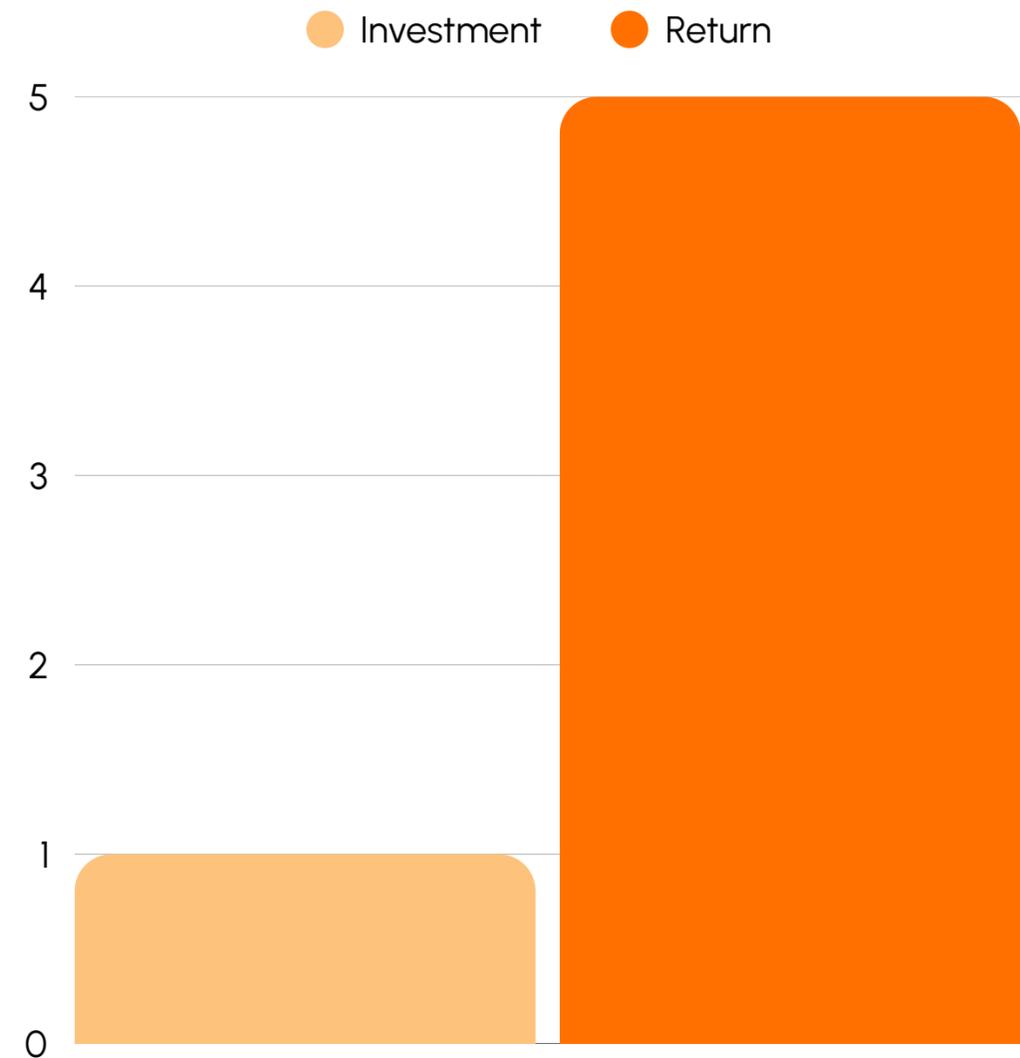
"Wellbeing can be understood as how people feel and how they function both on a personal and social level, and how they evaluate their lives as a whole" (1)

Why is Wellbeing So Important For Businesses?

The average return for employers is **£5 for every £1 invested** in employee wellbeing

(2)

Investments Vs. Return



Why is Wellbeing So Important For Businesses?

Organisations can expect a **21% greater profitability** from engaged employee compared to disengaged employees

(3)

Companies investing in employee wellbeing programs report an average savings of **\$2,500 per employee due to reduced turnover costs.**

SOURCE: (4)

It is estimated that we spend 1/3 of our lives at work which equates to approximately 90,000 hours. This offers significant opportunity to positively impact someone's wellbeing and quality of life.

(5)

Why Employee Wellbeing is a Must For Businesses?

75% of employee's are more likely to stay with employer based on benefits program

(6)



Financial Effects of Wellbeing

A look into the data

Unresolved depression accounts for a 35% reduction in productivity – (7)

According to data taken by the Centre for Medical Health, wellbeing issues amongst a small team of 25 employees can cost your company an average of £32,500 per year – **(8)**

One-third of workers in the EU say better support for their wellbeing is more important than a 10 per cent increase in salary – **(9)**

Globally, an estimated 12 billion working days are lost every year to depression and anxiety at a cost of US\$ 1 trillion per year in lost productivity – (10)

Unresolved depression contributes to a loss of \$210.5 billion a year to the US economy, in the form of productivity loss, medical costs, and absenteeism – (11)



The Real Cost of Poor Mental Health, and Absenteeism

-£51

BILLION

cost of mental health
absence in the UK (12)

-\$282

BILLION

lost in the US in the form of employee
productivity and absenteeism (13)

Employee Wellbeing Post-Pandemic

The COVID-19 pandemic profoundly disrupted lives across the globe, reshaping not only how we work but how we live. Many faced personal loss, isolation and uncertainty, which brought the importance of mental health and emotional wellbeing to the forefront. In response, workplaces began to reimagine how they could better support their employees, not just professionally, but as people navigating an unprecedented time.

Since the pandemic 81% of employers have increased their focus on employee wellbeing. However, 1 in 3 employees still feel that the mental health support offered by employers is not enough – [\(14\)](#)

81%

39% of employees in France say their colleagues are more sensitive to stress compared to before the pandemic – [EU \(15\)](#)

39%

"62% of Americans value their wellbeing more now than before the pandemic" – [\(16\)](#)

62%

Solution?

A Holistic Approach to Wellbeing focussing on the Eight Dimensions of Wellness as a Guide.



Aspects of Wellbeing In Business

Wellbeing in business goes beyond just physical and mental health, it's about creating a holistic environment where employees can thrive in all areas of their lives.

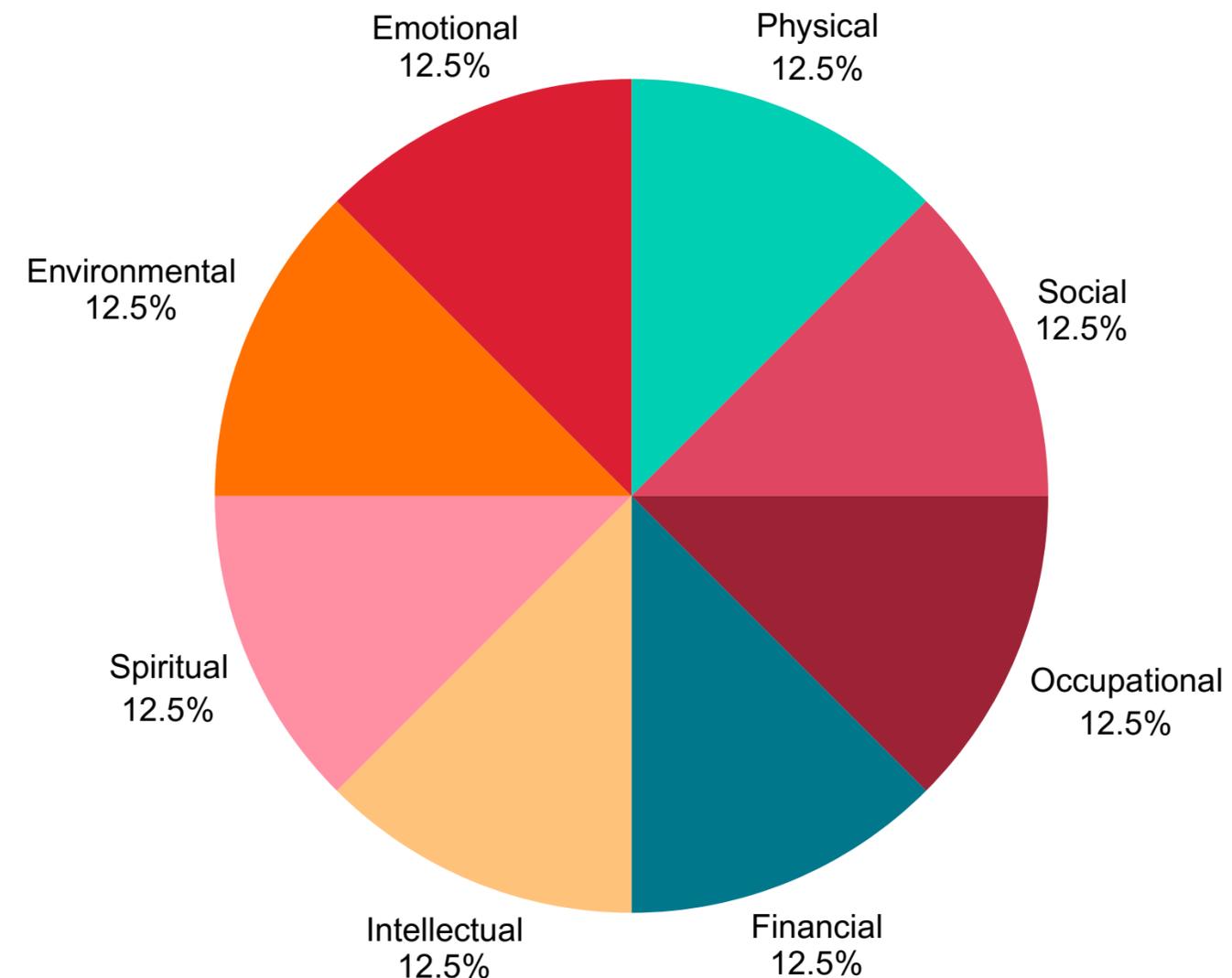
By addressing emotional, social, physical, financial, occupational, intellectual, spiritual, and environmental wellness, businesses can foster more engaged, productive, and fulfilled teams.

When organisations holistically support these interconnected aspects of wellbeing, they give their people the best opportunity to flourish, both personally and professionally.

Wellness is the active pursuit of activities, choices and lifestyles that lead to a state of holistic health.

(17)

Each aspect plays a vital role in shaping a workplace culture that supports growth, balance, and resilience.



Physical Wellness

- 01 Encourage walking meetings - [\(18\)](#)
- 02 Gym/exercise memberships allowance for employees
- 03 Offer yoga or fitness classes to employees - [\(19\)](#)
- 04 Organize fitness challenges and physical activity breaks
- 05 Provide healthy snacks and encourage healthy sleep habits
- 06 Offer standing desks - [\(20\)](#)
- 07 Set up activity clubs such as walking or running, netball or football - [\(21\)](#)



Physical wellness involves maintaining a healthy body through activity and nutrition. Caring for your body to stay healthy now and in the future.

(22)

Social Wellness

- 01 Engage with volunteering days and events, for example a [CTW Events](#) kit building experience
- 02 Provide community areas for social interactions in the office - [\(23\)](#)
- 03 Recognition - incorporate awards events to recognise employees
- 04 Encourage social activities such as team sports and games events
- 05 Team lunches - [\(24\)](#)
- 06 Community gardening



Social wellness is the ability to build positive relationships. In the workplace, it enhances motivation, productivity and collaboration. Social wellness refers to the state of fostering connections, cultivating a strong support system and engaging in trustworthy, respectful and authentic relationships.

Occupational Wellness



- 01 Support programs including menopause benefit – [\(25\)](#)
- 02 Conduct health risk assessments and health insurance plans – [\(26\)](#)
- 03 Offer digital free days, digital-detox retreats – [aum alchemy](#).
- 04 Parental Leave – 24 Weeks parental leave at 80% of salary – [\(27\)](#)
- 05 Offer childcare, flexible hours, and family-friendly policies – [\(28\)](#), [\(29\)](#)

Occupational wellness is the ability to achieve a balance between work and leisure in a way that promotes health and a sense of personal satisfaction.

[\(30\)](#)

Financial Wellness

- 01 Competitive compensation – [\(31\)](#)

- 02 Parental and financial leave – [\(32\)](#)

- 03 Full-funded higher educational assistance – [\(33\)](#)

- 04 Equality pay – [\(34\)](#)

- 05 Allowance to spend on health and wellness – [\(35\)](#)

- 06 1-on-1 financial coaching – [\(36\)](#)



Managing your resources to live within your means, making informed financial decisions and investments, setting realistic goals and preparing for short and long-term needs or emergencies, being aware that everyone's financial values, needs and circumstances are unique.

Intellectual Wellness

- 01 Creative spaces within the office- i.e drawing area
- 02 Full-funded higher educational assistance - [\(37\)](#)
- 03 Organise brainstorming sessions - [\(38\)](#)
- 04 Provide an area for puzzles and games
- 05 Film club
- 06 Employee career coaching - [\(39\)](#)
- 07 On-site professional development classes

Intellectual wellness invites curiosity and growth. It's about keeping the mind engaged through learning, creativity and new experiences that expand your understanding of yourself and the world.

[\(40\)](#)



Spiritual Wellness

- 01 CTW Events experiences contribute to overall employee wellbeing by providing meaningful, purpose-driven activities that align with company values.
- 02 State the company's purpose to give work meaning
- 03 Offer yoga or mindfulness coaching - (42)
- 04 Onsite wellness centre – (43)
- 05 Access to mental health & wellbeing apps – (44)
- 06 Upskill management with mental health training - (45)



Spiritual wellness is about finding meaning in life and aligning values with actions. This could mean incorporating volunteer days, mindfulness or yoga sessions or peer- one to one's, or participating in activities that are consistent with your beliefs and values

(46)

Environmental Wellness

- 01 No single-use plastic policy – [\(47\)](#)
- 02 Bike to work scheme with onsite bike storage – [\(48\)](#)
- 03 Implement recycling programs and reduce plastic use – [Clean the World](#)
- 04 Offset your carbon footprint – [onetreeplanted](#)
- 05 Monitor noise levels.
- 06 Join environmental causes – [1% for the planet](#)



Environmental wellness means living in harmony with the world around you. From the spaces you occupy to the planet we all share, it's about creating environments that nourish your well-being and promote sustainability for future generations.

[\(49\)](#)

Emotional Wellness



- 01 Access to resources - [\(50\)](#)
- 02 Additional 'wellness day' to take each year and use on an activity of your choice - [\(51\)](#)
- 03 Providing free optional counselling sessions
- 04 Support days off for bereavement and illness

Emotional and mental wellbeing involves recognising and addressing the emotional and mental health needs of employees. These factors are essential in shaping a positive and productive work environment, directly contributing to overall business success. Companies with happy employees outperform their competition by 20%. Happy salespeople produce 37% greater sales

National Institutes of Health describe emotional wellness as "the ability to successfully handle life's stresses and adapt to change and difficult times".

Analyse

Analyse the success of the initiatives, gather feedback - repeat the cycle every month, quarter, year - whichever works best for your organisation. Communicate this throughout your organisation and do not forget to shout about what you are doing as your success will reverberate to other businesses, enhancing employee wellbeing across industries.

Review

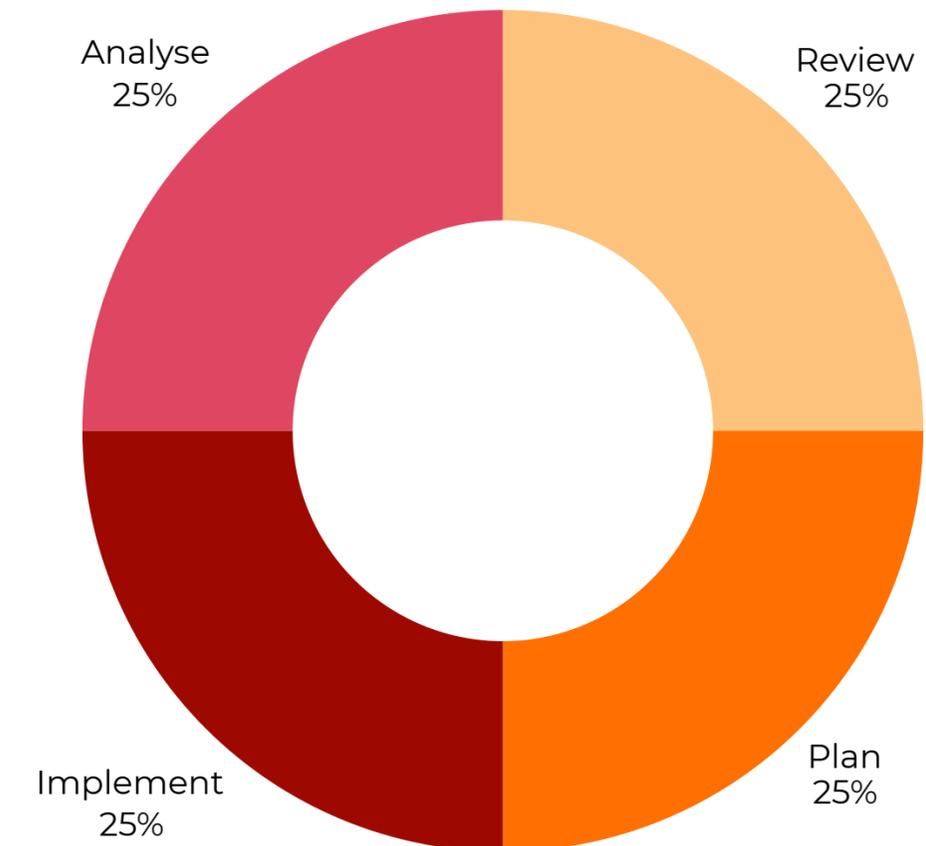
Review how you can incorporate wellness initiatives into your workplace that meet all employee needs, align with your resource availability and objectives that meet some elements - if not all - of the dimensions of wellness. A questionnaire is recommended to understand employee needs.

Plan

Plan how you are going to implement chosen initiatives into your workplace with methods of analysing data to track success. Engagement levels and employee surveys is a great method to analyse success.

Implement

Implement initiatives into workplace



Supportive Resources:

Employee wellbeing measurement toolkit - [Hindsight Analytics](#) and the [University of Cambridge](#) Psychometrics



CTW Events

**Engage teams and
make a real impact**

CTW Events, part of the Clean the World Global brand, specializes in creating fully scalable and customizable team-building experiences with a purpose.

Helping organizations make the world a better place by facilitating high-energy impact events that result in not only the distribution of essential items, including hygiene, food, and school supplies, but also meaningful connections throughout communities.

Read CTW Events 2024 report [here](#)

Your partner supporting social and occupational wellness



CTW Events Global Impact

Your partner supporting social and occupational wellness



6,574,239

Kits Distributed
since 2012



328,712

Attendees
Globally



246,534

Hours of
Participation



1,000

Charities
Supported

How to Start Your Journey?

CTW Events is a premier team-building and impact solutions partner, offering fully scalable and customizable experiences with a purpose, available both in-person and virtually.

Explore more about CTW Events today through scanning the qr code below



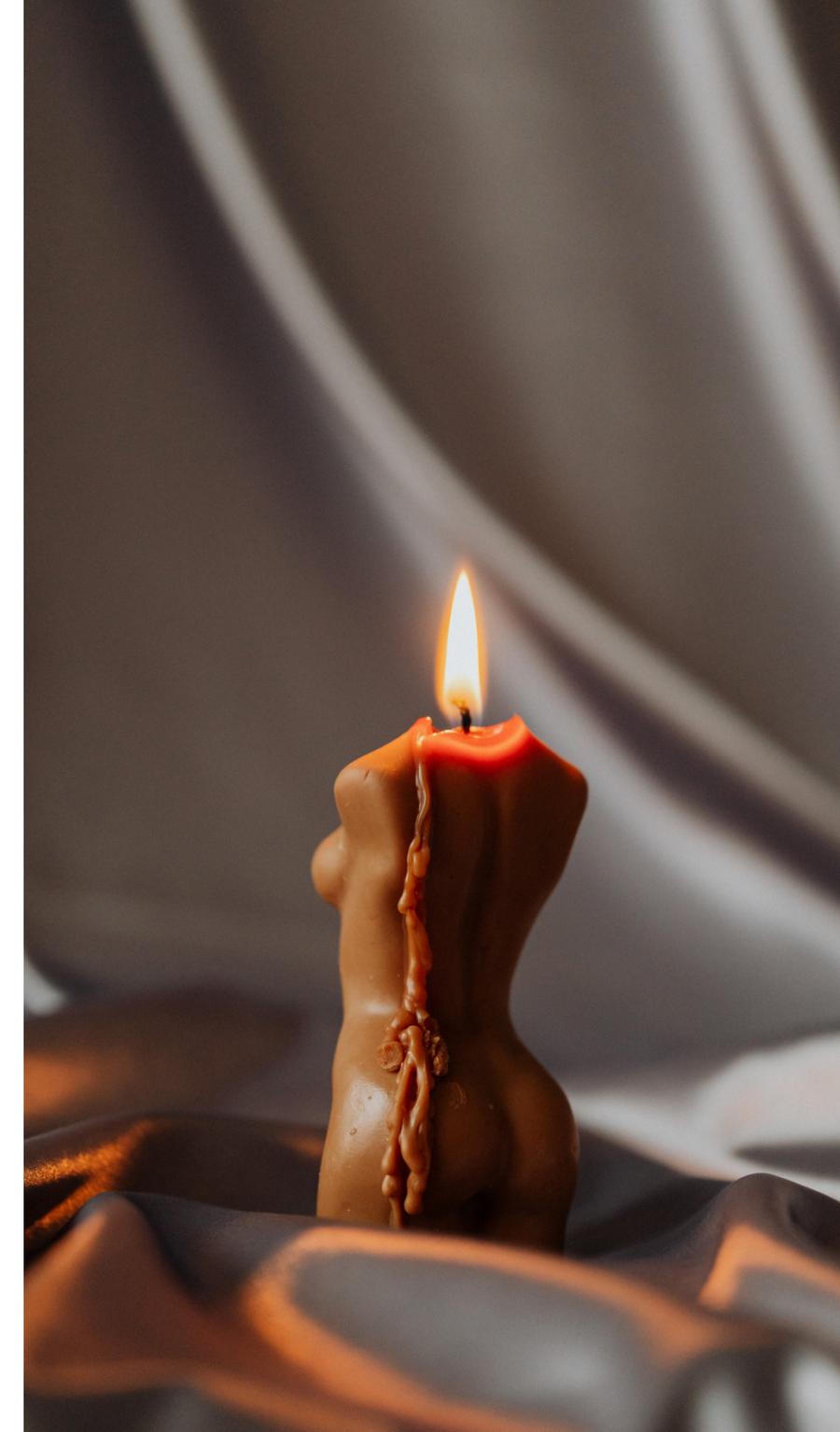
CTW Events



Get Involved

WE VALUE YOUR FEEDBACK!

We would love to hear any additional examples related to well-being that you feel could enhance this document. Our goal is to create a valuable resource that inspires organizations to meet the well-being needs of both their employees and their business. As the data shows, prioritizing well-being leads to stronger returns and greater success. Let's work together to create a win-win for everyone!



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