

## CASE STUDY

# Elevate



### OVERVIEW

Elevate is based on Managers on the Move, a leadership-meets-wellness training workshop created by Laura Putnam, CEO of Motion Infusion and world-renowned wellness speaker and author. Leveraging long-standing Gallup research, along with data gathered by Laura Putnam, this workshop was built on the premise that the manager or team leader is uniquely positioned to influence the well-being of their team members. According to Gallup, the manager likely accounts for up to 70% of the variance of their team members' engagement with both their work and their well-being.

**According to MetLife Employee Benefits Trends, rising rates of employee stress and burnout are having a detrimental effect on productivity, engagement, and on the bottom line. The COVID-19 pandemic has further impacted these factors. Today, 2 out of 3 employees say they feel more stressed than they did before the pandemic.**

### CHALLENGES

Before BCBSND and Laura Putnam launched Motion Infusion's "Managers on the Move" Workshop Series, BCBSND was facing the following challenges:

- High levels of employee stress
- High levels of employee burnout
- Underutilized wellness services
- Gaps in reported levels of well-being between managers and employees
- Lower productivity

**When employees trust their managers, they are 14x more likely to be highly engaged in their work, compared with those who don't trust their managers, according to a 2020 study by ADP Research Institute.**



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motion  
infusion

## RESULTS

After the workshop series was conducted across the company, BCBSND reported the following increase in key wellness and well-being metrics:

**93%** 

increase in employees reporting that their manager creates activities and systems that support well-being for their team

**42%** 

increase in employees reporting that their work enables them to be the best version of themselves

**53%** 

increase in managers reporting that their work enables them to be the best version of themselves

**24%** 

increase in overall well-being reported by employees

**36%** 

increase in overall well-being reported by managers

**To be honest, I had not really ever thought about incorporating wellness into my leadership style and now that I've been involved with Managers on the Move, I can't imagine not doing so.**

**TRACY FARAHMAND, DIRECTOR OF NETWORK MANAGEMENT AT BCBSND**

## FINAL TAKEAWAYS

Team leaders hold the key to sparking a “middle-out movement” across the organization by serving as “multipliers” of well-being that can activate and invigorate the entire workforce. By deploying Managers on the Move, BCBSND addressed multiple organizational forces, creating a culture of well-being that has led to real and lasting change. Elevate is designed to have the same positive impact on your organization.