

HealthQuest

Wellness Champion Network Meeting

Thursday, March 14th at 11:30am

Toll-free call in number: 1-800-391-9177
Conference Code: 399 756 1793#
Please sign in with full name of all attendees
Please press *6 to mute/unmute your line



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Agenda

- HealthQuest Updates:
 - One proposal for pedometers submitted and approved for “Ten to Win” challenge – congrats to Cindy from Dept. of Agriculture
 - Reach Your Peak challenge materials
- Leadership Training Session II
 - Jack Bastable, CBIZ Benefits & Insurance Services, Inc.



HealthQuest Wellness Champion Leadership Development
Effective Communication Approaches
to Engage my Co-workers

Session II March 14, 2013

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“People don’t care how much you know until they know how much you care.”

-- Leadership expert
John Maxwell

What is Effective Communication of a Wellness Champion?



“Engaging” people and seeing them take actions and make decisions that improve their health and wellbeing

There are 2 ways to
share knowledge
YOU CAN PUSH INFORMATION OUT
YOU CAN PULL THEM IN W/ STORY

The Power of a STORY



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1911: Race to the South Pole



Roald Amundsen

**Roald Amundson
WON the race and
LIVED**



Captain Robert Falcon Scott

**Robert Scott
LOST and DIED on his return**

1911: Race to the South Pole



Captain Robert Falcon Scott

Scott died yet remains
more famous largely
because of stories he
wrote during travel

=

THE POWER OF STORY



What is a Story?

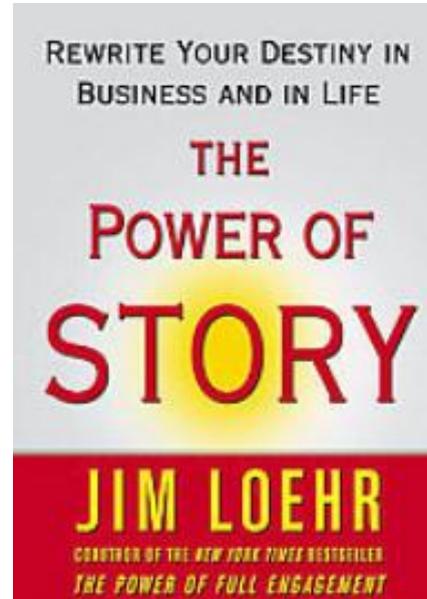
Helps create meaning
and context for
information

Provides emotion and sensory touch points

Allows listener to have personal
application and reflection

**Composing a
good story =
EMPOWERS
YOU**

**Sharing
your story =
EMPOWERS
OTHERS**



Are you telling
Positive or Negative stories?

When you have bad outcomes OR negative events
happen, DO YOU offer an...

OPTIMISTIC explanation:
= “temporary” and “atypical”

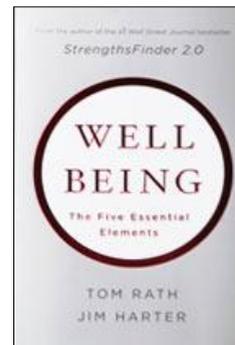
PESSIMISTIC explanation:
= blame yourself or consider
setback was “as expected”



Power =
telling ourselves a
positive story

Sharing =
makes it more
powerful

Gallup
studies:



We are

7X more engaged if we share
with a best friend at work

Practical Application

1. Ask co-workers to share something positive they did for their health and wellbeing in the past week
2. Ask a co-worker to share something positive they observed a friend or family member do for their health
3. Post a story of the week – highlight a co-worker's experience (their story) in a Healthquest sponsored program or other activity that improved their wellbeing
4. Establish a twitter account and ask your co-workers to follow you - encourage them to set up twitter as well

Communication is 2-way

FROM YOU:

Twitter
Wellness Tips

TO YOU:

ASK for input:
Email
Casual
conversation



REMEMBER: "People don't care how much you know until they know how much you care."

Next Wellness Champion Leadership Development

Session III

A Life Well-Lived

**When asked, what does 98% of the world's
population say makes up a life well-lived?**

Thursday, June 13 at 11:30am

Thank You for Attending Today!

- Questions
- Comments
- Open Dialogue