



The Wellbeing Champion's Guide

A practical toolkit to build a 12-month programme that engages employees, sustains momentum, and creates impact inside and outside your workplace.

Welcome

Congratulations on stepping into your role as a Wellbeing Champion! You might have volunteered... or been "voluntold." Either way, you're now in a position to make a real difference — to your colleagues, your workplace, and even your wider community.

This guide is here to:

- Give you the tools and confidence to get started.
- Show you how to build a programme step by step.
- Help you create lasting impact, not just a one-off wellbeing event.

Remember

You don't need to be a health expert. Your role is about connecting, encouraging, and creating opportunities that help people feel healthier, happier, and more engaged at work.

How to Use This Guide



Read it through

Read it through once to see the bigger picture.



Dip back in

Dip back in when you're ready to take action.



Use the toolkit

Use the checklists, templates, and examples as your toolkit.



Build your framework

By the end, you'll have the framework for a 12-month wellbeing programme that works for your organisation.

Chapter 1

Stepping Into the Role of a Wellbeing Champion

What the Role Is

- A connector between employees and leadership
- An advocate for healthier ways of working
- A motivator who helps people get involved

What the Role Isn't

- A replacement for HR or occupational health
- A medical professional
- A solo hero — this is about collaboration

Quick Stat

1 in 3 employees say they'd stay longer in a role if their employer supported wellbeing.

Exercise: Your "Why"

Write down your personal motivation for being a Champion:

- Why do you want to be a Champion?
- What excites you about this role?
- What impact do you want to see in 12 months?

Chapter 2

Building Your Foundations

1. Get Leadership Buy-In

- Link wellbeing to business goals: retention, productivity, absence.
- Ask for budget or at least time allocation.
- Use business-friendly language: "Absenteeism costs UK businesses £18bn a year. Even small wellbeing actions can reduce this significantly."

2. Build Your Network

- Find allies in different departments.
- Create a buddy system.
- Engage comms/marketing for promotion.

3. Map What's Already There

- HR initiatives (EAP, gym discounts, flexible policies).
- Informal groups (walking clubs, socials).
- Community resources (local charities, free workshops).

Mini-Template: Elevator Pitch to Leadership

"As a wellbeing champion, I'd like to pilot a 12-month programme. It doesn't need huge resources, but it will help improve employee engagement, reduce stress, and support our retention goals. My first step is to run a short employee survey to identify quick wins. Can I have your support in communicating this?"

Checklist - First 30 Days

- Introduce yourself as the company WellbeingChampion
- Meet with HR/leadership
- Map current wellbeing activities/resources
- Plan your first employee pulse survey
- Launch 1–2 quick wins (hydration challenge, walking group, weekend hike)

Chapter 3

Understanding Employee Needs

Before planning, understand what employees actually want.

How to Gather Insights

- Run a short anonymous survey (5–10 questions).
- Host a drop-in "wellbeing chat."
- Ask managers what they notice in teams.

Consider Different Groups

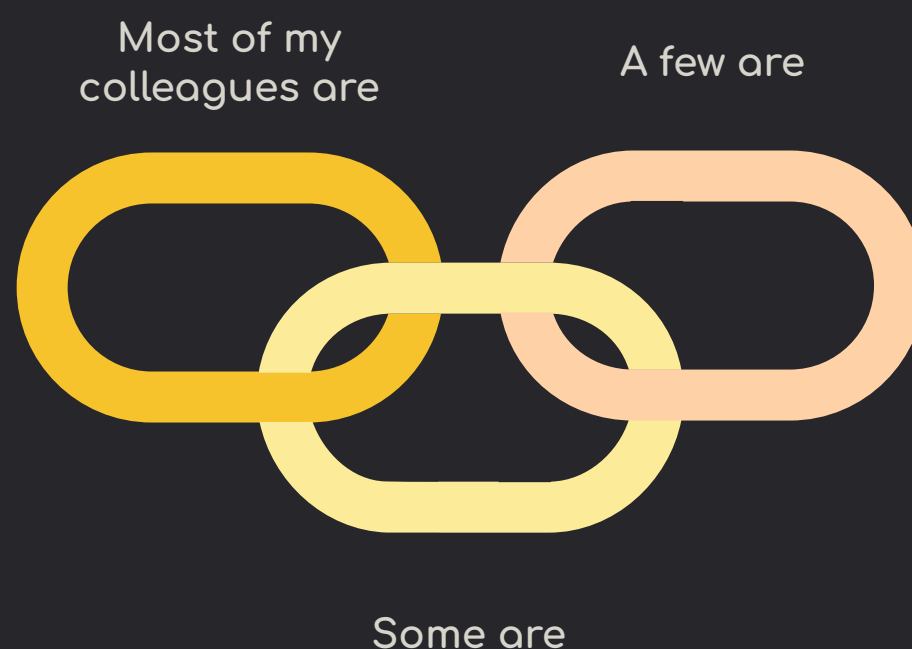
- Parents, carers
- Hybrid/remote workers
- Young vs experienced staff
- Shift vs 9–5 employees

Pulse Survey Questions (example)

1. On a scale of 1–10, how supported do you feel at work?
2. Which wellbeing areas interest you most? (Physical / Mental / Social / Financial / Community)
3. What stops you joining in? (Time / Awareness / Relevance)
4. One thing the company could do to support you better is...

Activity

Map your workplace based on feedback. Make a note of the amount of responses based on the employees numbers



Chapter 4

Designing Your 12-Month Wellbeing Programme

The 5-Step Process



Core Themes to Cover



Examples For Your Calendar

Theme	Example Activity
Healthy habits	Hydration challenge
Kindness	Random acts of kindness week
Nutrition	Healthy lunch share
Stress	Stress awareness workshop
Physical	Steps for Good challenge
Community	Volunteering day
Outdoors	Walking meetings
Social	Summer picnic
Financial	Budgeting tips session
Mental health	World Mental Health Day event
Gratitude	Gratitude challenge
Celebration	End-of-year wellbeing awards

Chapter 5

Practical Engagement Strategies

Top Tips for Engagement

1

Gamify

Use teams, points, leaderboards

2

Make it visible

Posters, intranet, Slack, emails

3

Mix formal + informal

Workshops + coffee chats

4

Celebrate

Shoutouts, small prizes, certificates

5

Involve leaders

Leadership participation = higher engagement

✓ Case Example

A business saw 70% participation when managers joined staff in walking lunches.

Chapter 6

Tracking Impact & Showing Value

Why Measure?

- To prove value and secure future support
- To refine and improve
- To share wins and celebrate progress

What to Measure

- Participation rates
- Survey scores (before/after)
- Absence/sickness trends
- Employee stories/testimonials

Simple KPI Metrics

Month

Activity

Participation

Feedback Score 1-5

Notes

Chapter 7

Connecting to the Wider Community

Why It Matters

- Strengthens company reputation
- Builds employee pride and purpose
- Links wellbeing to ESG/sustainability goals

Examples

- Partner with a local charity → steps challenge raising funds
- Volunteering days → support food banks, schools, nature clean-ups
- Sustainable wellbeing → walk-to-work, car share weeks

Case Example

A company linked a steps challenge to local food bank donations, doubling engagement.

Chapter 8

Sustaining Momentum

Keep It Going



Reflection Exercise

- 3 activities that created the biggest buzz this year?
- 2 things you'd drop or improve?
- 1 new idea for next year?

Wrap-Up & Champion's Commitment

Being a Champion is about progress, not perfection. Small steps lead to big culture shifts.

Your next step:

1

Pick 1 idea from this guide.

2

Put it in the calendar.

3

Invite colleagues to join you.

You're not just improving wellbeing. You're shaping the culture of your workplace and creating ripple effects in your community.



Beyond the Guide

Ongoing Support for Champions

You now have the tools to build a 12-month wellbeing programme that makes a difference. However, you don't have to go it alone. Many Champions find the role can feel isolating, especially when it's added on top of an already busy workload. That's why ongoing support matters.

The Mojo Workplace Wellbeing Programme

To help Champions succeed and sustain momentum, we've created a structured 12-month coaching offer. It's designed to:

-  **Give you weekly support** in planning and running activities.
-  **Provide ready-made event guides and templates** (over 30 to choose from).
-  **Keep you accountable** with a clear monthly framework.
-  **Build your confidence** as you report results back to leadership.
-  **Connect you with a community of Champions** who are sharing ideas and learning what works.
-  **Affordable for every business**, costing just £250 per month for 12 months.

Think of it as having a coach in your corner — guiding you, sharing the workload, and giving you a roadmap that grows with you and your organisation.

Why Champions Choose This Programme

Saves Time

No more starting from scratch. Access a wealth of resources instantly.

Increases Engagement

Utilise proven strategies that consistently boost participation and interest.

Shows Impact

Implement simple tracking tools to clearly demonstrate Return on Investment (ROI).

Builds Sustainability

Ensure your programme becomes an integral part of the company culture, not just a one-off effort.

Your Next Step

If you'd like to explore how the programme and coaching support works, you can:

- Book a 15-minute [exploration call](#)
- Email: community@mojofitness.online
- Visit: www.mojofitness.online/workplacewellbeing
- Drop in online: [book on to a weekly 'Wins & Wobbles' session](#)

(No pressure — this is simply an option if you'd value extra support.)

Remember - Whether you take the next step or not, you're already creating positive change. Every activity, every conversation, every connection you build makes a difference.