

# What it **ACTUALLY** means to be a Workplace Wellbeing Professional - The New Workplace Wellbeing Profession Map™

Elliot Foster  
Head of Wellbeing Strategy - SuperWellness Ltd



# Elliot Foster

- Head of Wellbeing Strategy at SuperWellness
- Organisational Psychology MSc
- Passionate about helping organisations make impactful and sustainable change to become healthier places to work through prevention
- Supporter of the Unsupported Workplace Wellbeing Professional





# About Us

- Founded 2011
- Worked with over 1000 organisations
- Focus on prevention through an organisational and individual lens
- Programme delivery, strategy support & training for leaders, managers and champions

Stand W417



HEALTH, SAFETY & ENVIRONMENT PROGRAMME 2022  
COMPANY OF THE YEAR (SMALL BUSINESS OR PROFESSIONAL SERVICES) 2022





## Discussion

As a Workplace Wellbeing Professional  
what do you do in your role?



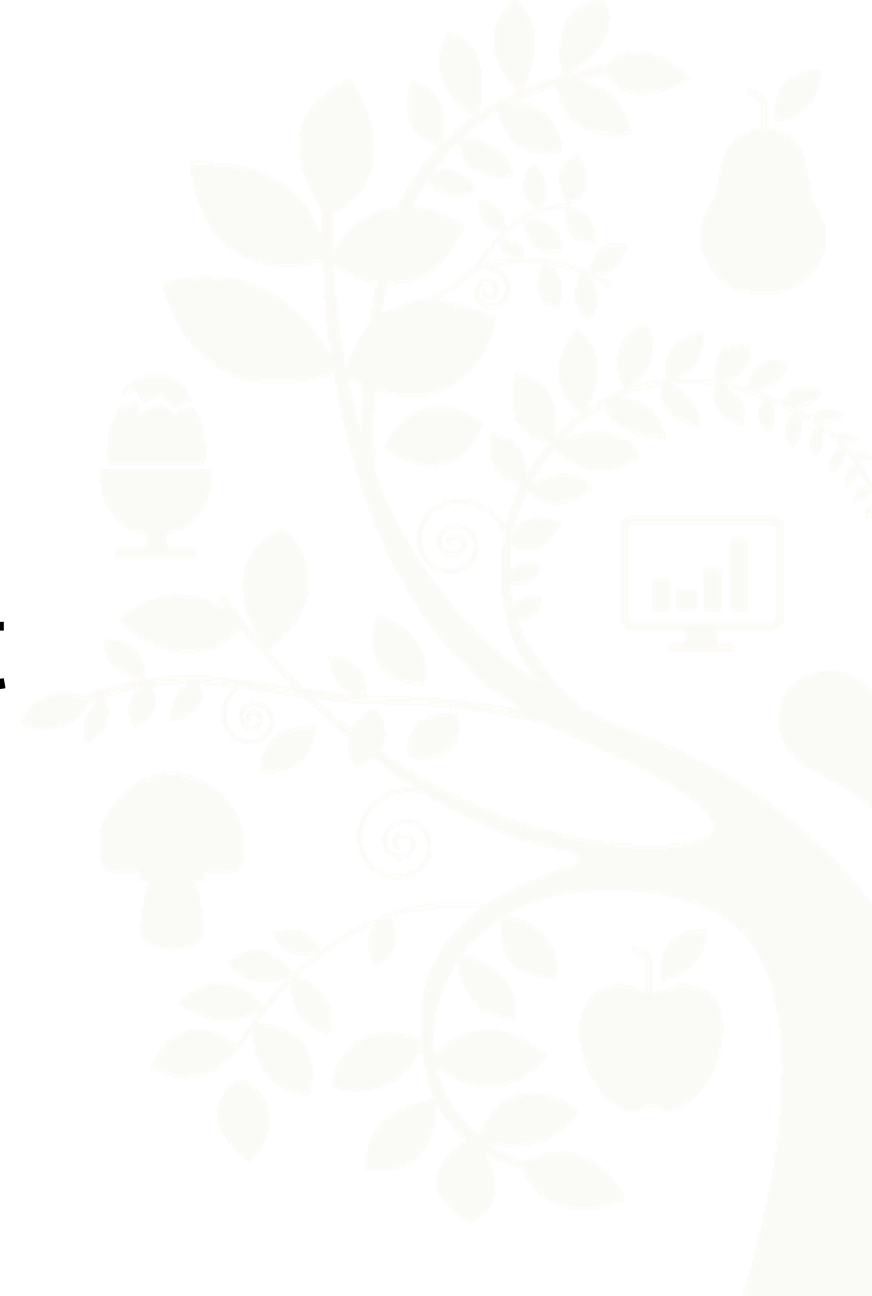
## Discussion

What do senior leaders (and other staff) think Workplace Wellbeing Professionals do?



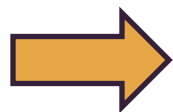
The Result

# Lack of impact

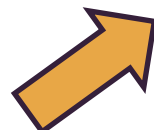




Lack of professional guidance = poor practice & outcomes



Mis-understanding from senior leaders



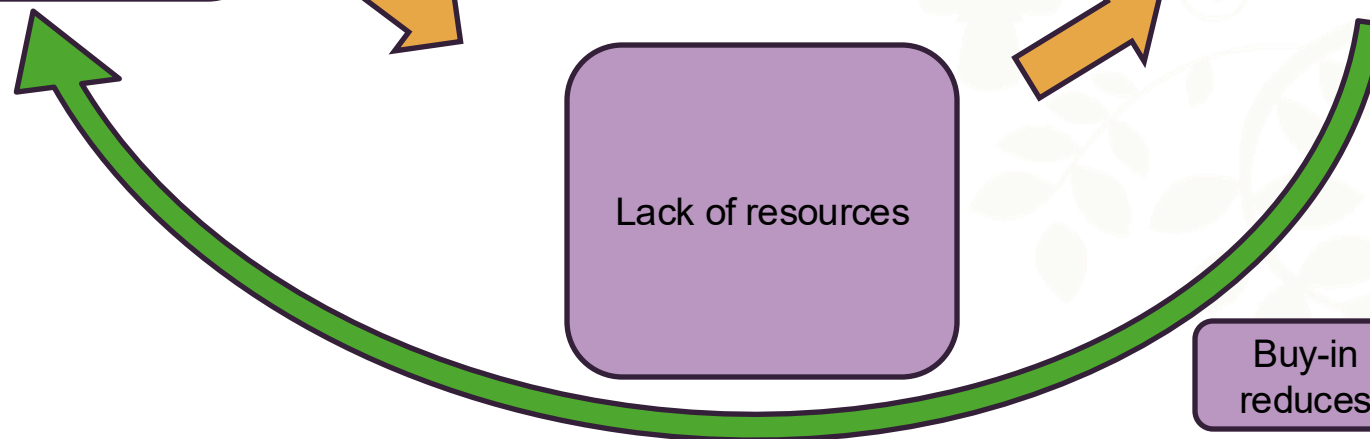
Lack of autonomy

Lack of strategic influence

Lack of resources

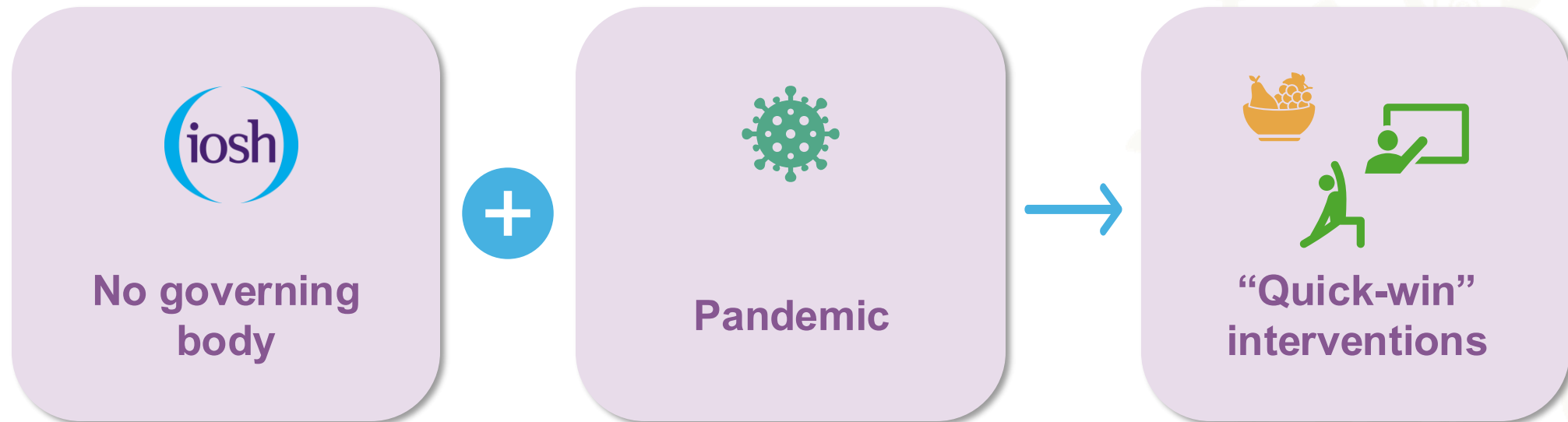


Tick-box, "nice-to-have" interventions with no impact



Buy-in reduces

# The Workplace Wellbeing Profession





The Answer...

# Professional Guidance





# Workplace Wellbeing Profession Map™

- **Technical Competencies**  
Specific to a Workplace Wellbeing Professional
- **Core Competencies**  
Key to success, but can be learnt via other roles
- **Behavioural Competencies**  
How you conduct yourself in role and career





- **Legislation**

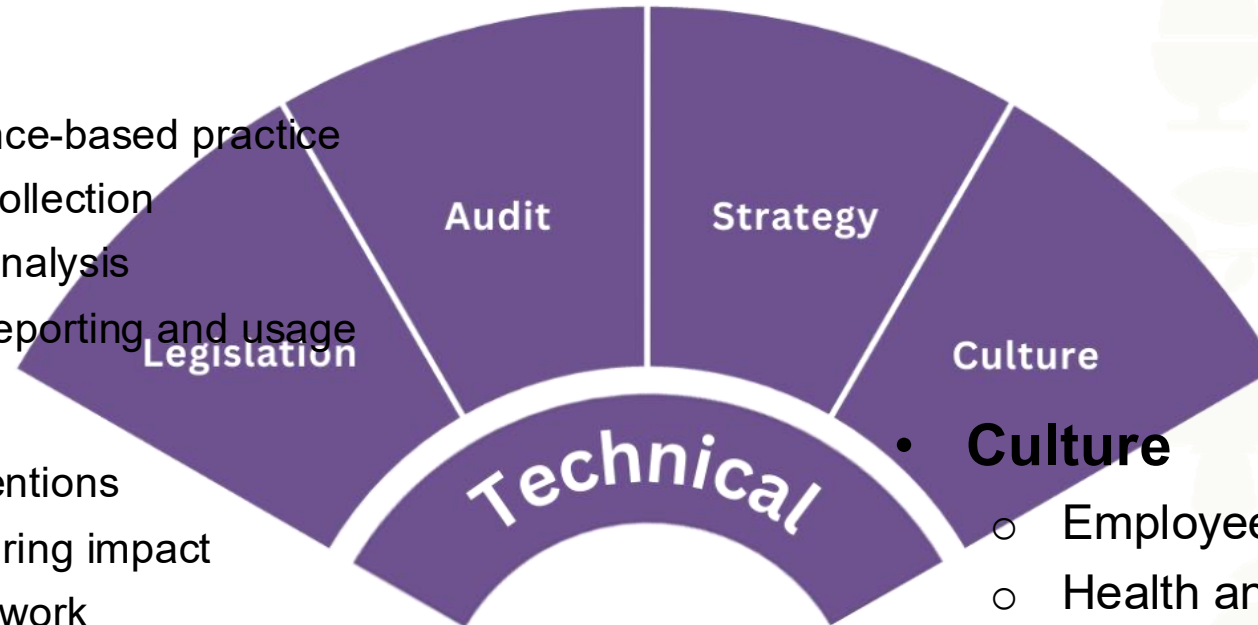
- Workplace wellbeing policy development
- Wider policy and procedure integration
- Stress risk assessment

- **Audit**

- Evidence-based practice
- Data collection
- Data analysis
- Data reporting and usage

- **Strategy**

- Interventions
- Measuring impact
- Framework
- Continuous improvement
- Strategy development



- **Culture**

- Employee networks
- Health and wellbeing competence
- Leadership and management
- Employee life-cycle

- **Communication**

- Communicating effectively
- Active listening
- Content creation
- Workshop and training delivery

- **Stakeholder engagement**

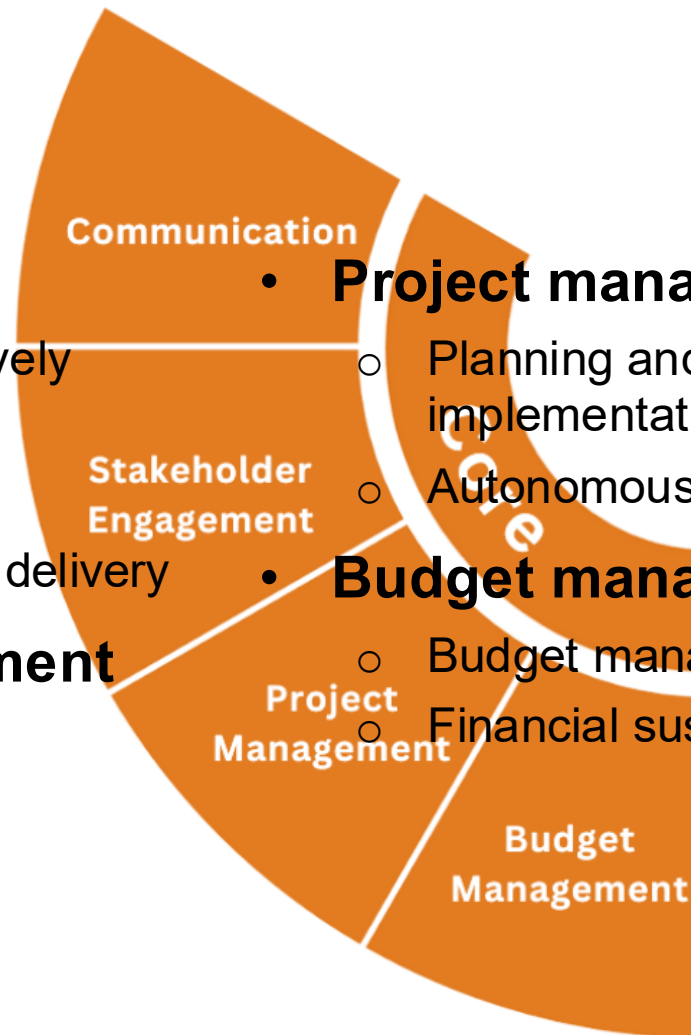
- Internal stakeholders
- External stakeholders

- **Project management**

- Planning and implementation
- Autonomous working

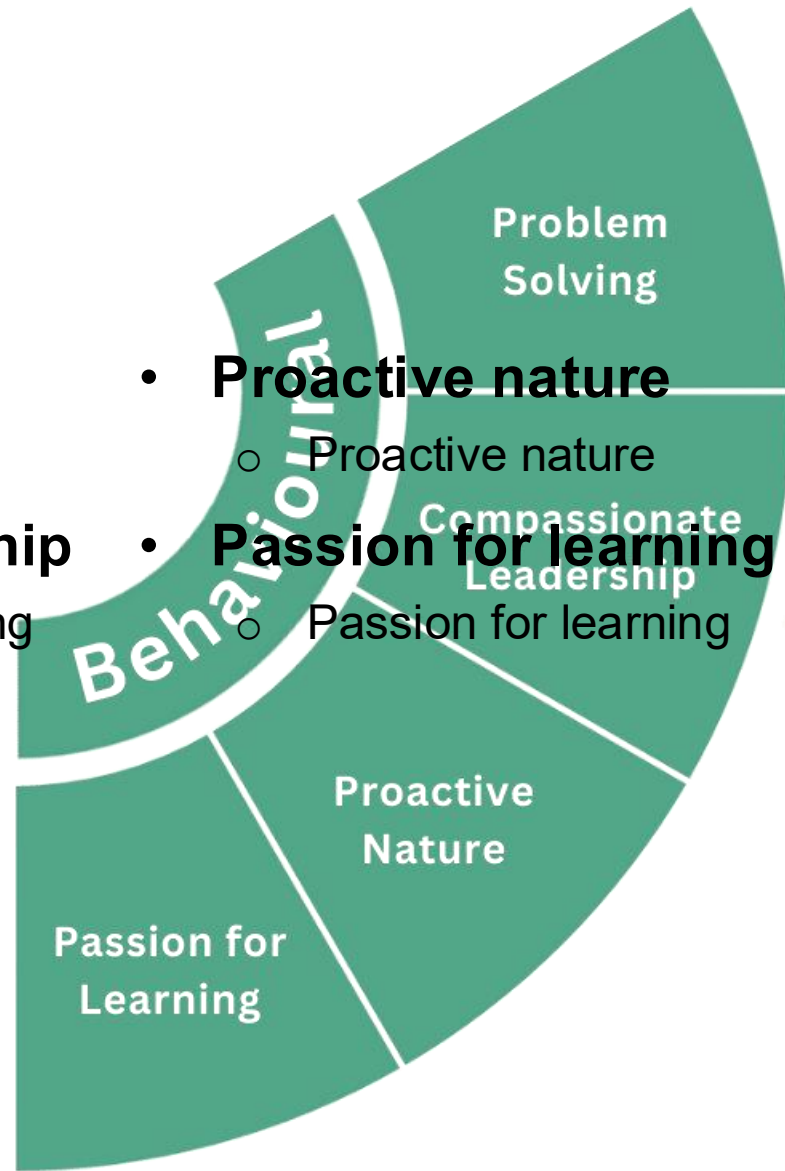
- **Budget management**

- Budget management
- Financial sustainability



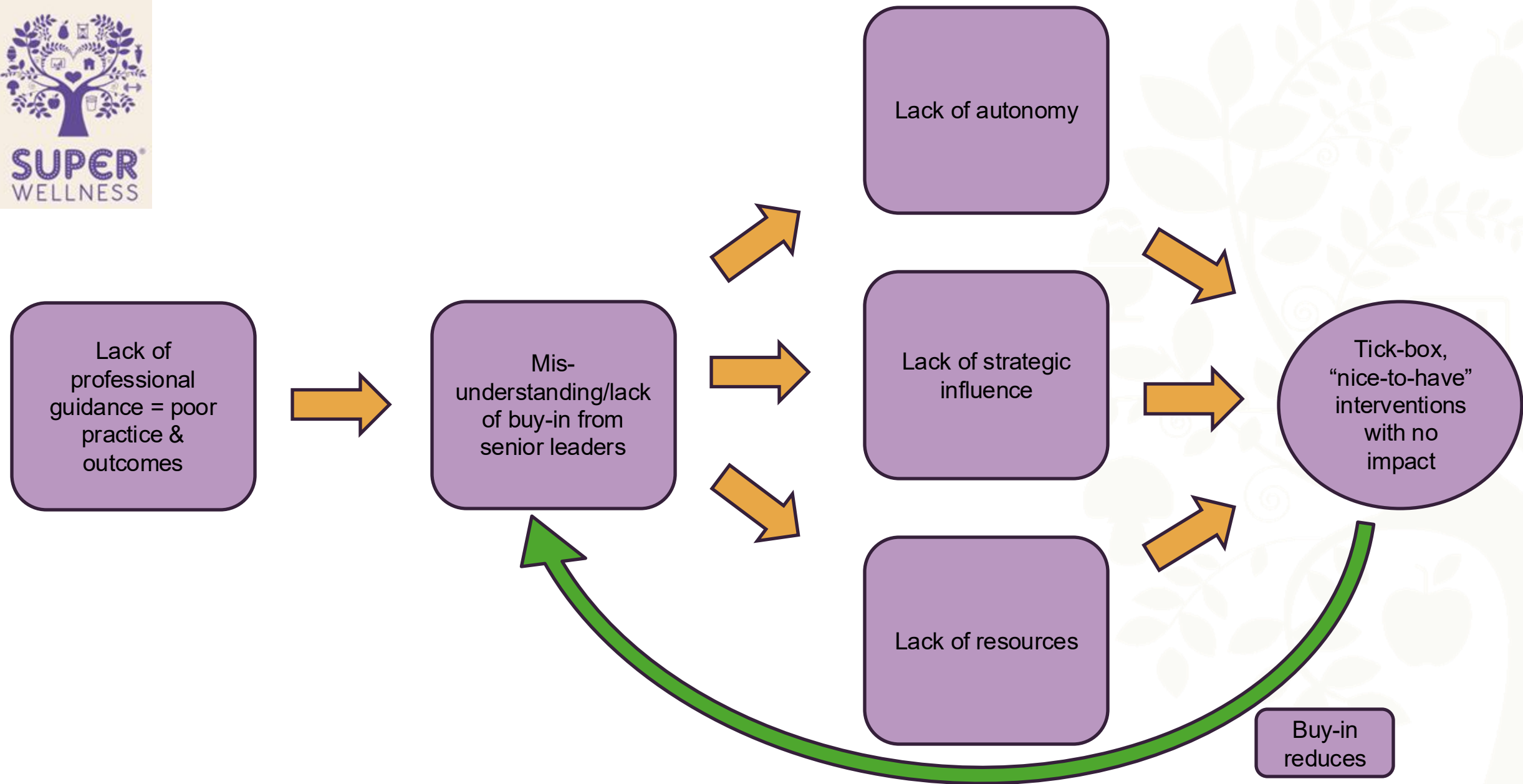


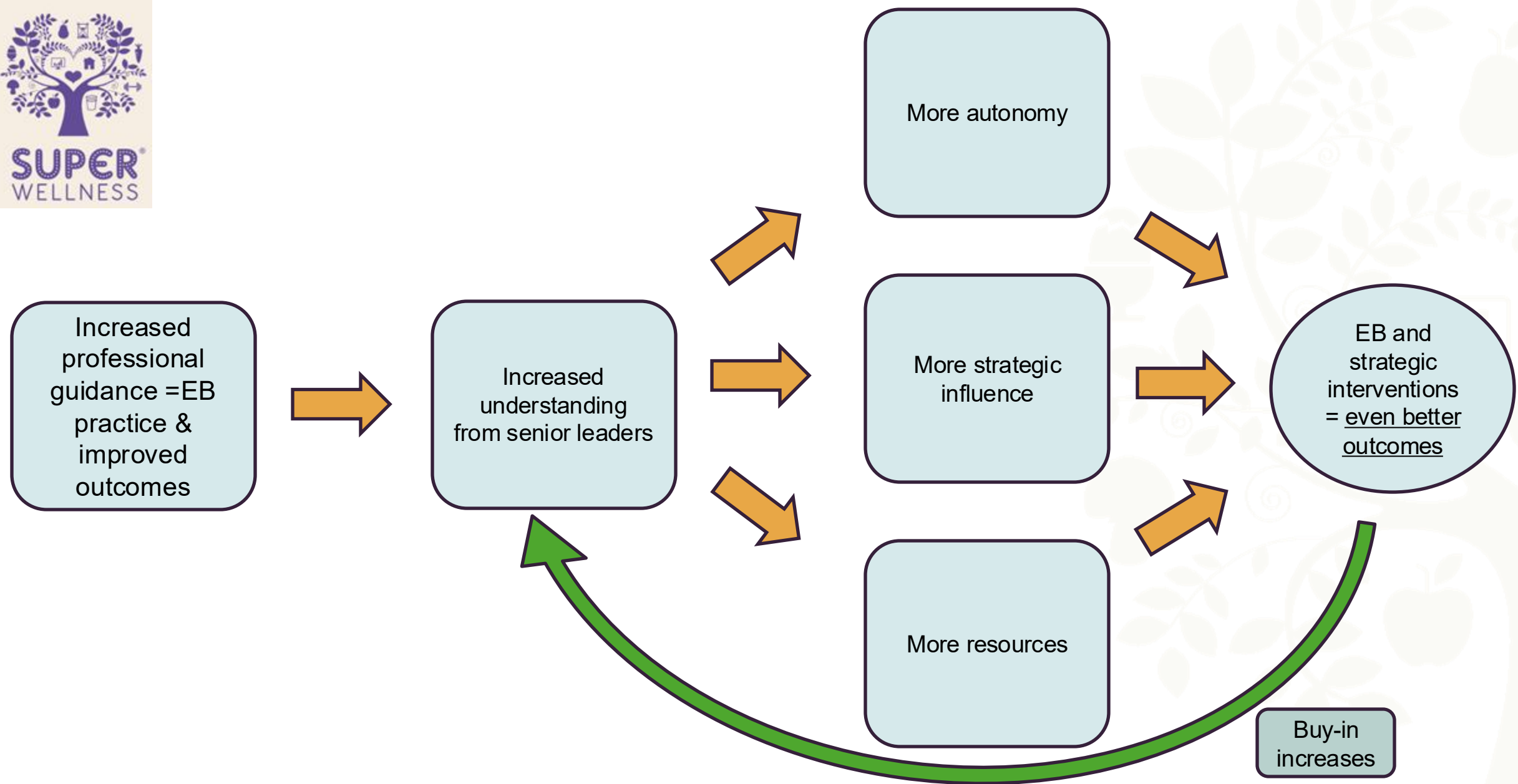
- **Problem solving**
  - Problem solving
- **Compassionate leadership**
  - Attending and understanding
  - Empathising and helping
  - Visible leadership
  - Positively challenging



- **Proactive nature**
  - Proactive nature
- **Passion for learning**
  - Passion for learning









# Any questions?

Stand W417

Free Self-  
Assessment Tool



Level 5 Diploma in Leading  
Strategic Workplace Wellbeing



Connect with me  
on LinkedIn





**SUPER<sup>®</sup>**  
WELLNESS

