

Tools and templates



Should you introduce a chief wellbeing officer?

Mental health and wellbeing directly impact employee engagement, motivation and productivity. It's no surprise that firms around the world are seeking ways to better support their employees and make mental health as much of a priority as physical health.

One of the solutions comes in the form of the chief wellbeing officer (CWO), or a similar type role that might not be at board level, that serves as a leadership role designed to spearhead an organisation's wellbeing initiatives.

A chief wellbeing officer is responsible for:

- Developing and implementing a plan to improve wellbeing
- Leading cultural transformation to put wellbeing at the forefront
- Integrating mental health and wellness initiatives into the wider business strategy

So how do you figure out whether a CWO is a good fit for your business?

We've put together a quick checklist to help you decide. Check any of the statements that apply to you below then fill in your score – leaders who checked four or more boxes may want to consider a CWO or similar role focused on wellbeing.

- My business struggles with high staff turnover
- I know wellbeing is important, but I'm too busy to make it a priority
- We run wellbeing initiatives now and then, but there isn't a structure
- We introduced wellbeing initiatives in the past but they didn't work out
- My employees have requested more mental health and wellbeing support
- My business operates in a sector that could be considered high stress
- I've lost an employee to a competitor who has better wellbeing initiatives
- I believe my employees are at risk of burnout
- I would like to improve the mental health and wellbeing support we offer
- Wellbeing initiatives are a key part of our business strategy

Your score: ____/10