



# **Creating A “Better Normal”: Change Management for a Truly Healthy Business**

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# Who Am I?



- A native Washingtonian who has just returned to the area after 25 years in NYC
- Degrees in Political Science, Spanish with 4 Years of Opera
- Had a song in the top 100 pop charts
- Founder of [newyorkcity.com](http://newyorkcity.com) ([chris@nyc.com](mailto:chris@nyc.com))
- 15 Years in executive roles within an Omnicom agency
- Chapter Director of the NYC and DC Chief Operating Officer Business Forums
- Certified Personal Trainer (NASM CPT)

# What I'd Like to Do Today



- Talk about the challenge of health and personal/professional wellbeing
- Share a practical change management tool for driving organizational wellness
- Workshop how we all think about wellness within our organizations

# New Normal?



“It is increasingly clear our era will be defined by a fundamental schism: the period before COVID-19 and the new normal that will emerge in the post-viral era: the “next normal.” In this unprecedented new reality, we will witness a dramatic restructuring of the economic and social order in which business and society have traditionally operated.”

- McKinsey, March 2020

# New Normal?



“This past year has been filled with so much uncertainty and unfamiliarity. Nothing that we are doing today or have lived through in the last year is normal.”

- Dr. Jennifer Ashton, NY Times

“Languishing is a sense of stagnation and emptiness. It feels as if you’re muddling through your days, looking at your life through a foggy windshield. And it might be the dominant emotion of 2021. Languishing is the neglected middle child of mental health. It’s the void between depression and flourishing — the absence of well-being.”

- Adam Grant, NY Times

# An Absence of Well-being



- The shift to remote work has made us more siloed
- 75% of employees have experienced or are experiencing stress-related burnout
- Symptoms of anxiety and depression increased by 208% in 2020
- 66% of the US population is overweight; businesses spent \$575 billion to treat sick workers in 2019, pre-COVID

# The Absence of Well-being



- Our data is at risk
- Misinformation is rampant
- Income inequality is worsening
- Our attention span continues to drop
- Life expectancy is going down
- Let's not forget climate change

# A Change is Required



- Resilience
- Empathy
- Creativity
- Selection
- Courage
- Holistic



# The 7 Pillars of Wellness



Social  
Wellness



Emotional  
Wellness



Spiritual  
Wellness



Environmental  
Wellness



Occupational  
Wellness



Intellectual  
Wellness



Physical  
Wellness



# The 7 Pillars of Wellness



## Social Wellness



Relationships  
Communication  
Collaboration

## Emotional Wellness



Mental health  
Emotional literacy  
Confidence

## Spiritual Wellness



Values  
Connected  
Inspired

## Environmental Wellness



Workplace  
Planet  
Future

## Occupational Wellness



Focus  
Productive  
Challenged

## Intellectual Wellness



Curiosity  
Potential  
Innovation

## Physical Wellness



Mind/Body  
Empowered  
Enthusiasm

# The Change Process



- Define
- Assess
- Prepare
- Act
- Maintain

DAPAM

# Stage 1: Define Wellness



- What do we mean by wellness?
- How does wellness support our mission / vision?
- How does a wellness focus impact our talent strategy?
- What does a “healthy” business look like?

# Stage 2: Assess Wellness State



- How are we? Really.
- What are the risks to the organization based on this?
- Where do we need to prioritize?
- Where do we need outside help?
- What are our professional obligations?

# Stage 3: Prepare



- What are our goals?
- What are the exercises we will complete?
- What does success look like?
- What is our pace?
- What are the leadership responsibilities?

# Stage 4: Act



- What does engagement look like?
- How do we measure productivity?
- How do we keep everyone involved?
- How do we inspire our organization?

# Stage 5: Maintain



- How do we prevent relapse?
- How do we better anticipate challenges?
- How do we shake things up?
- How do we structure risk?



# What's the ROI?



- For Employees/Employers
  - Healthier mentally and physically
  - Longer retention periods
  - Improved talent acquisition
  - Improved productivity and engagement
- For the Organization
  - A holistic and stable operating strategy
  - Marketplace acknowledgement
  - Higher ESG scores
  - Greater impact
  - And probably, greater profit

# Workshop



- How would you define each wellness pillar within your organization?
- What is the benefit to your organization if wellness is more proactively considered and improved?

# Questions



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