Why senior leadership matters in **workplace wellbeing**

Senior leaders are instrumental in creating a workplace where people feel valued, supported, and empowered to do their best work. When leadership leads by example, employee wellbeing becomes a natural part of the culture—and it shows in engagement, performance, and overall success.

The importance of senior leadership

- **Strategic alignment** – When leaders prioritize wellbeing, it becomes a core organizational strategy - not just a program.
- **Culture shaping** – Leaders model behaviors that can shape norms and make healthy habits a common goal.
- **Visibility & credibility** – Leadership endorsement boosts trust, legitimacy, and employee engagement.
- **Policy & systemic change** – Leaders have the authority to embed wellbeing into enterprise wide policies and systems.
- **Cross functional collaboration** – Leaders break down silos, helping teams unite around shared wellbeing goals.

Key responsibilities of senior leaders

Senior leaders are essential to creating and sustaining a culture where wellbeing can thrive. Their commitment must be visible, consistent, and action-oriented.

Six ways leaders can make an impact

1. **Communicate regularly about wellbeing**—more than once and through a variety of channels.
2. **Participate in programs** to model healthy behaviors.
3. **Delegate & hold teams accountable** for wellbeing goals.
4. **Allocate resources** including budget and staffing.
5. **Integrate wellness** into business strategy or mission statements.
6. **Walk the talk!** Demonstrate genuine commitment through daily actions.

Tips for building & sustaining leadership support

- **Start with quick wins** – Launch small, visible initiatives that build momentum and confidence.
- **Present a strong business case** – Show how wellbeing supports organizational goals, strengthens culture, improves performance, and boosts retention.
- **Ask key questions** – Explore leadership readiness to:
  - Communicate about wellbeing
  - Participate in programs
  - Provide resources
  - Integrate wellbeing into strategic plans



Bottom line

Senior leadership support is the cornerstone of a thriving workplace wellbeing strategy. When leaders actively champion wellbeing, it strengthens morale, boosts productivity, and enhances retention. With consistent, visible support from the top, wellbeing becomes fully integrated into the culture—something employees experience rather than simply hear about.

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UN-3968 / 22831-26W
A11yCRG-072926

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