

*where security and freedom meet.*

EMPLOYEE BENEFITS  
COMMERCIAL INSURANCE  
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# Building a Culture of Education Summary

## EXECUTIVE SUMMARY

In our continuing series designed to improve and maximize HR efforts regarding benefits administration, our recent seminar focused on “Building a Culture of Education” and discovering the secret weapons to change employee attitudes and behaviors. Consider this brief summary on:

- 1) Distinguishing the difference between workplace climate and workplace culture
- 2) Discovering the key elements of a culture-driven education strategy
- 3) Determining how to accomplish total organizational buy-in
- 4) Implementing best practices

## 1) Distinguish the difference between workplace climate and workplace culture

### Workplace Climate

- Behavior-oriented
- Does not have power to create lasting change in people or organizations
- Can offer positive health benefits for employees but does not address holistic well-being
- The manifestation of emotional and cognitive processes

#### *Examples:*

- On-site fitness classes
- Healthy food options in cafeteria
- Flex time
- Sit-to-stand work stations
- Safety programs

### **Workplace Culture**

- Learned over time
- Involves behavior, emotional and cognitive processes
- Powerfully shapes employee behavior
- Foundation for change

#### *Examples:*

- Each employee understands how their work contributes to living the organization's vision and purpose
- Leadership is cohesive
- Employees have meaning and purpose in their work
- Rules are clear and apply to everyone
- Clear communication is prioritized and valued

## **2) Discover the key elements of a culture-driven education strategy**

### **Key Elements of a Culture of Education Strategy**

- Know what you want to achieve
- Make it a commitment
- Stay consistent
- Cover all areas of well-being
- Involve employees
- Focus on quality of life

## **3) Determine how to accomplish total organizational buy-in**

- Craft and refine a 20-30 second "elevator speech" for each target group to create interest.
- People support what they have input in (creating something better together).
- A culture survey may be needed if your culture is toxic or unreceptive to change.
- If managers and supervisors support the strategy, it is more likely their direct reports will, as well.

**Tip:** Workforce Education needs to cover all aspects of the employee's well-being, including...

**Physical:** Nutrition, physical activity, preventive care, and disease management

**Emotional/mental:** Stress, relationships, time management, and work-life balance

**Financial:** Debt reduction, wise consumerism, insurance/benefits, and retirement planning

**Community:** Volunteering, local attractions, and supporting local businesses

**Career:** Workplace safety, company news, job training/skill building, team building, and networking

## 4) Implement best practices

### Multi-Media Approach

- Lunch and Learn
- One-on-One
- Video
- Printed Material

### Mobile-Enabled

### Mandatory Attendance

### Decision Support Tools

- GetBenefitSmart.com
- JellyVision
- Benefit Counselors

### E-Learning Modules

Keyser has developed a unique process to help you deliver the greatest value from your employee benefit investments. Together, we will identify your priorities and determine key performance indicators in six key areas that gauge our success, and that of your employee benefit programs.

If you are an existing client, please reach out to your Account Manager to discuss further. If you are not a client and are interested in learning more, please contact:

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