

## Competitive advantage: Healthy and engaged employees

«Feel the pulse of your company»



Efficiency and productivity are prerequisites for success on a fiercely competitive market. Healthy, capable and engaged employees are a company's capital and a major competitive advantage.

Modern companies have recognized that they have a responsibility towards the health and well-being of their employees. "Health" means more than the mere absence of illness, it also has an impact on the performance potential and well-being of every single member of staff. Health is affected both by personal habits and by circumstances within the company, such as working conditions.

Occupational health management aims to reduce sick leave taken by staff. This not only cuts costs but helps to maintain or even improve the health of employees, which benefits the company as a whole.

What are the issues that influence the health of your employees? Which factors serve as resources and which ones impact your company negatively?



Employee surveys conducted by GfK Switzerland AG, Trustmark include a section on employee health and well-being. Our measuring model not only highlights existing resources and pressures, it also identifies which factors have the greatest effect on the health of your employees. Our survey pinpoints where the greatest potential for change lies and which measures should be given top priority to improve well-being in your company.

Questions related to employee health and well-being can be integrated into the traditional employee survey or conducted separately as desired.

#### Presentation and implementation

- Presentation of results to company and department management incl. benchmarks
- Additional cross-departmental comparison and analysis
- Portfolios of recommended action points
- Explanation and discussion of results
- Highlighting of areas requiring further attention
- Practical workshops
- Consultancy and support

#### Our team

We are an interdisciplinary team of psychologists, business economists, programmers, mathematicians and statisticians with profound expertise in employee surveys.

Please contact us and we will be happy to advise you.

#### GfK Switzerland AG, Trustmark

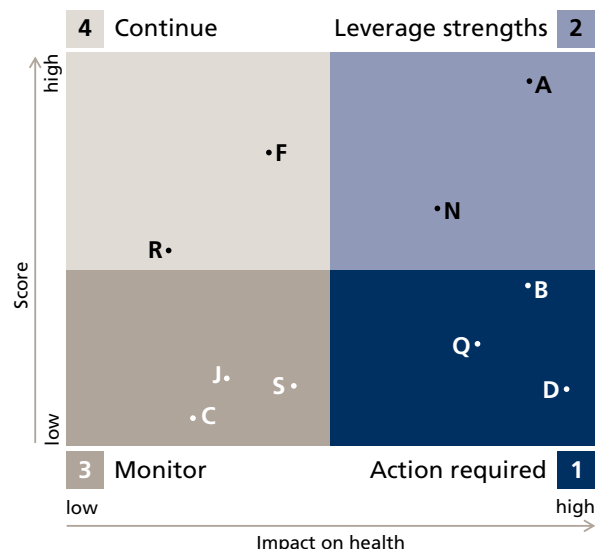
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#### Our evaluations include:

- Mean scores and response distributions
- Cross-departmental comparisons
- Internal benchmarks
- Portfolios of recommended action areas for every department

#### Portfolio of health and well-being action plans



#### Categories (score/impact)

- A Duties and responsibilities
- B Scope for action
- C Work processes
- D Workload
- F Direct manager
- J Innovation
- N Team
- Q Cooperation
- R Training and further education
- S Flow of information and knowledge transfer

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