

Marketing wellness to CEO's? ... Their new #1 priority may surprise you!
Ensuring a “*Can Do* – Will Do” workforce

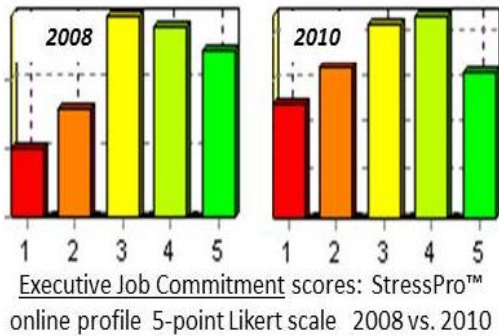
▶ **Webinar to be led by Richard Earle, Ph.D.** ◀

Canadian Institute of Stress & Hans Selye Foundation

You may notice my focus is “Can Do”. It’s equal standing alongside Will Do “engagement” is what’s new! Overdue? Yes, but now a sea change is happening, placing a business-case priority on job-focused Can Do wellbeing. *Finally* ... feet to the fire, walking the talk of “staff wellbeing” is a top C-suite priority.

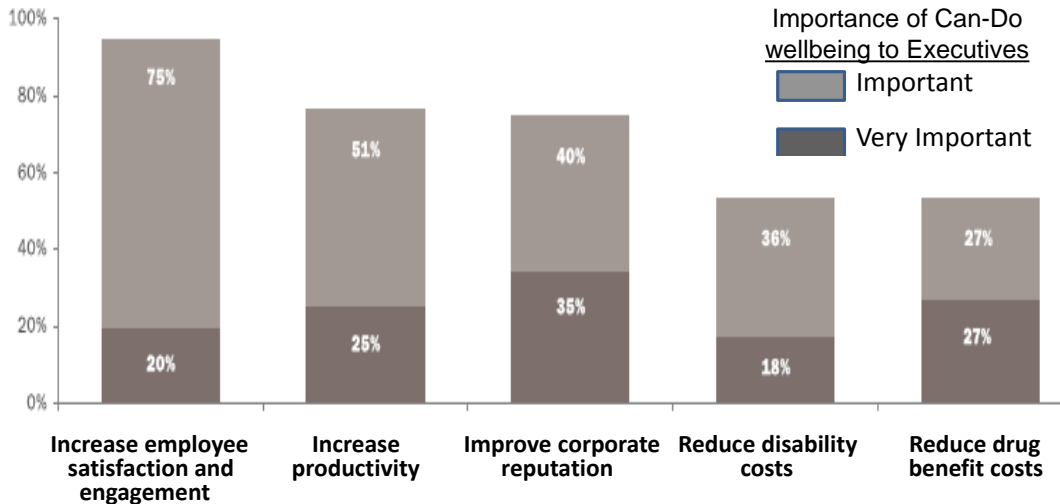
**I’m inviting you to a 90-minute webinar on December 17, 2012 ... details below ...
to brief you on this new practice building opportunity**

Towers Watson’s [2012 Global Workforce Study](#) highlights employers’ now confronting a strategic need to re-energize the Can Do ... the physical and emotional roots of staff engagement. Most surprising, corporate innery may now be evaporating most quickly at the senior staff level. Evidence of this was first shared in the Institute’s 2011 Trend Report. Our research tracked the corrosive effects of rising work stress on job commitment amongst more than 19,000 executives internationally.



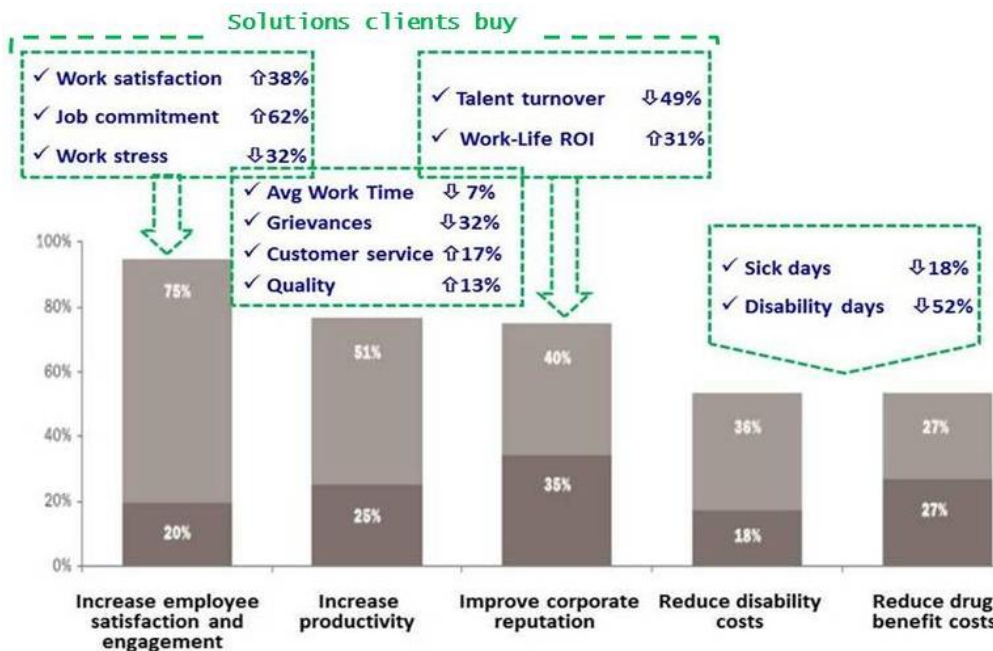
Institute research findings Work stress continues to depress executives’ Job Commitment, as a group, by 10%. More critically, the Institute’s 2008 to 2010 trend data show that **(a)** the number of uncommitted executives has almost doubled [red scores in bar graph]; while **(b)** fully 19% of those formerly committed .. *those counted on to “lead the charge”* .. have joined the at-risk fence sitters. The critical “Will Do” resource amongst executives is under threat as their underpinning “Can Do” evaporates.

Executive teams now see, at the boardroom table, how Can Do strain drains are impacting their colleagues’ performance. So, C-suite decision makers are now placing a much higher priority on resilience solutions which track measurably to on-the-job performance. Medisys’ executive research shows their five top metrics for ROI from staff wellness ... which should now focus your stress & wellness marketing! ... are:



Notice above that executives not only value controlling the costs of ill health. Now they see, and much more strongly value, positive emotional wellbeing at work as a top driver of corporate performance.

A gentle reminder: Companies buy solutions, not programs or services. Outcome tracking of Institute solutions highlight the kinds of metrics that get and keep executive decision makers' attention. For example:



Marketing (a) wellness-that-*really*-works (b) to solve top decision makers' pressing problems is essential to break this cycle of underperformance ... limiting the results of so many workplace stress & wellness programs.



Opportunity-focused marketing The past several years' "tough times" for employers have crystallized an unprecedented marketing opportunity for us. Frankly, in 30 years, I have not seen a marketing door of this size open so quickly and credibly for corporate wellness. That's why the Institute is designing this no-charge webinar for you ... and why we've decided to launch it before year-end.

Opportunity marketing and, then, delivering the business-case **Can Do – Will Do** results C-suite executives want are my focus in our December 17th webinar. See you at 2:00 P.M. Eastern Standard Time.

Webinar Invitation To learn more or to signal "I'm attending" this no-charge webinar, contact Margaret Dopson, M.A.Sc., Director, [Distance Education](#) at mdopson@stresscanada.org