

What is Wellbeing and Why Should Companies Measure it?

Wellbeing is the combination of several aspects of life, including:

- Being in good physical health
- Finding your work meaningful, purposeful, and enjoyable
- Having strong social relationships
- Feeling financially secure
- Being part of a community.

Most importantly, it's about how these five dimensions interact.

People usually underestimate the influence of their career on their overall wellbeing. But Career Wellbeing is arguably the most essential of the five elements. If you don't have the opportunity to regularly do something you enjoy—even if it's more of a passion or interest than something you get paid to do—the odds of your having high wellbeing in other areas diminishes rapidly.

Imagine that you have great social relationships, financial security, and good health, but you don't like what you do every day. Chances are, much of your social time is spent worrying or complaining about your lousy job. And this causes stress, taking a toll on your physical health. If your Career Wellbeing is low, it's easy to see how it can cause deterioration in other areas over time.

Wellbeing is a metric that businesses can't afford to ignore. It's predictive, it's actionable, and it correlates with the metrics that matter most to your business, most notably: productivity, performance, and costs. Including metrics of wellbeing on your dashboard will provide you predictive information to help make informed business decisions with confidence.

The Brand Integrity Wellbeing Dimensions

The Brand Integrity Wellbeing Dimensions below cover areas of a fulfilling life. **They do not include every nuance of what's important in life, but they do represent five broad categories that are essential to most people.**

Physical Wellbeing - Having good health and enough energy to get things done daily

1. My physical health is near perfect.
2. I exercise regularly to improve my health.
3. I have a very healthy diet.

Career Wellbeing - Liking what you do each day, feeling respected for what you do, and understanding the importance of your work

4. I like what I do every day.

5. I feel respected for who I am and the work I do.
6. I feel the work I do has a positive impact for others.
7. I trust my manager has my best interest in mind.

Social Wellbeing - Having strong and supportive relationships and love in your life

8. Someone in my life always encourages me to be healthy.
9. My friends and family give me positive energy every day.
10. I have a lot of love in my life.

Financial Wellbeing - Feeling financially secure, managing your economic life to reduce stress and increase security

11. I have enough money to do what I want to do.
12. I believe I will have enough money in the future.
13. My money is well-managed.

Community Wellbeing - Being part of a community, liking where you live, feeling safe, and having pride in your community

14. The city or area where I live is a perfect place for me.
15. I have a group where I belong, where I am accepted.
16. I always feel safe and secure.