



# Bringing humanity back to the workplace

# Spark humanity in your employee wellness program



**One of the most overlooked aspects of business operations is that we are all human. We all have the same basic needs, regardless of our role in a company. We have the physical need for air, water, food, rest and health. We need to feel safe and secure, and we also need to socialize and feel like we belong. As time passes on, we also want to grow and flourish as individuals.<sup>1</sup>**

All of these needs are part of being human. Recognizing these needs is the first step toward creating a more human workplace. Technology was once seen as what pushed businesses forward, but as adopting new technologies has become more standard practice, it can hold you back. Getting back to the basics of recognizing what makes us all human is what makes businesses stand out today.

At the same time, humans are complicated and are facing challenges that threaten their basic needs, including:

- **People are unhealthy** – More than 1 in 3 U.S. adults have prediabetes.<sup>2</sup>
- **People are overwhelmed** – Stress and anxiety persist in 40% of America’s workers.<sup>3</sup>
- **People are disconnected** – Nearly half of Americans feel alone or left out — and 43 percent feel that their relationships are not meaningful.<sup>4</sup>

What’s missing? In a word, humanity. It’s the key ingredient that makes workplaces successful today. Aduro is a Human Performance company; existing at the intersection of well-being and performance.

We unlock human potential in the workplace by providing expert coaching, interactive content, meaningful incentives and personalized insights in a fun, inspiring way.

This ignites cultures, creates inclusivity and builds social connections that promote growth and flourishing for all people.

People want to develop, grow and be well, but they struggle to find resources that support their journey — and companies struggle with providing it to them.

**To close that gap, look for a well-being program with the following five components.**



# The 5 key principles of Human Performance

Our principles of Human Performance are our roadmap to reigniting humanity in the workplace.



## 1. Inclusive

A high sense of belonging has been shown to increase job performance by 56 percent, lower turnover risk by 50 percent and reduce sick days by 75 percent.<sup>5</sup> To cultivate a sense of belonging in your well-being program, make sure it's designed for everyone. At every level of your organization, people should feel that the company cares about them, invests in them and hears them out. Your employees' values, motivators and goals should be what drives their unique experience with your well-being program.

## 2. Holistic

For a program to integrate humanity, it must consider every aspect of what makes us human, not just our physical health. At Aduro, we help employees unlock their true potential by letting them decide what they want to be great at. It's called "Human Performance," and it focuses on the six interconnected aspects of our lives that influence our ability to thrive.

By investing in every aspect of who your employees are, you'll build strong individuals. By building strong individuals, you'll build a strong company.



# The Six Aspects of Life



## Lifestyle & Health

The ability to make better day-to-day decisions by understanding how they connect to future outcomes. Lifestyle changes often lead to improved flourishing by impacting mental and physical health as well as happiness and life satisfaction.



## Development & Growth

Personal and professional development creates a cycle of growth and mentorship. Human beings have an inherent desire and capacity to grow and develop throughout their lives. Every time we experience change or learn something new, we have a growth opportunity. Both personal and professional development lead to overall growth possibility.



## Mindset & Resilience

Recognizing your own “default” settings, to better respond to adversity. Our lived experiences and beliefs create our mindsets. Mindsets are our personal “defaults” or unconscious programming how we will think, act and operate at baseline. When we become aware of our mindset, we can identify opportunities to learn, grow and respond better to adversity. Resilience is our ability to respond to adversity and our willingness to change when needed.



## Relationships & Community

Learning how our connections can help to build and strengthen our sense of belonging and community. Life happens in relationships with others. Healthy social connections and all supportive relationships – including romantic, friendships, family relationships and working relationships – can improve health and well-being.



## Money & Prosperity

Understanding your relationship with money and how you can move from meeting basic needs to leading a fulfilling, secure life. Human Performance depends upon a persons’ ability to care for and adequately fund their basic needs. Understanding your relationship with money, or your money mindset is an essential first step to move beyond basic needs toward a fulfilling, secure life.



## Purpose & Contribution

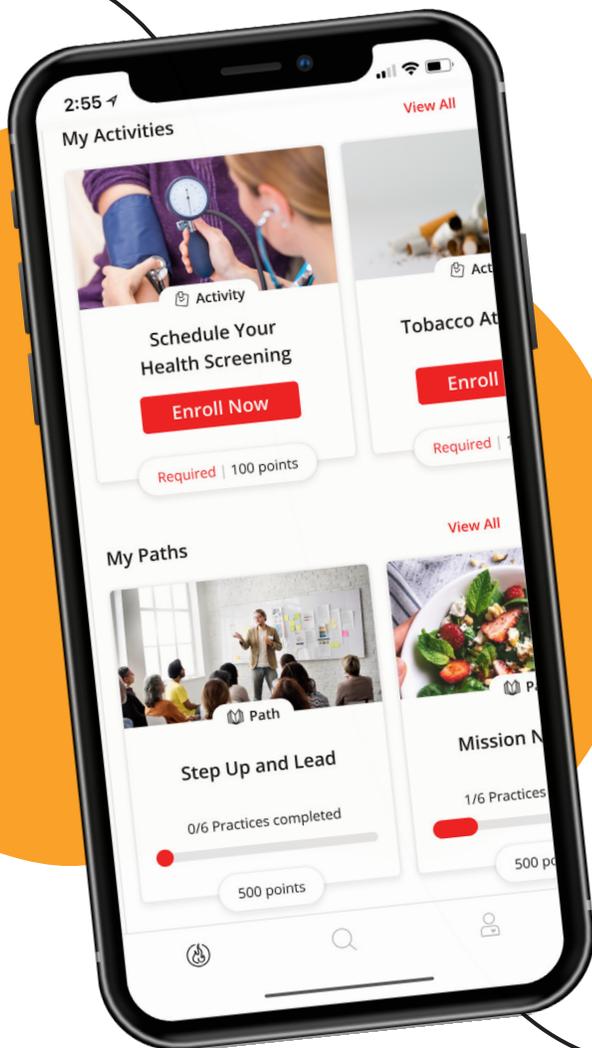
When people have a clear purpose, they’re able to show up fully. Purpose and contribution are what make our actions and goals seem significant and can lead to greater life satisfaction and well-being. Our sense of purpose and the ways we contribute can evolve and change over our lifetimes. Consistently revisiting what gives your life meaning allows you to take meaningful action.



**Companies and individuals alike are increasingly aware that a holistic approach to well-being is the power source for Human Performance across all the roles and functions we fulfill in our daily lives.**

Companies and individuals alike are increasingly aware that a holistic approach to well-being is the power source for Human Performance across all the roles and functions we fulfill in our daily lives. An employee cannot be expected to maintain high standards of performance if attention and care are not provided for all the dimensions that impact well-being across multiple social roles. If a person is physically well but suffers mentally, they cannot be expected to perform. By the same token, if a person is using all their resources to maintain performance at work, they may be forced to neglect other social roles. And eventually, their work performance will suffer as a result.

A holistic approach to well-being focuses on “humans” rather than “employees.” We may all have different social roles, but we are all human beings. Employee performance cannot be seen as something only loosely related to Human Performance; it must be viewed as an outcome of Human Performance. And the primary driver of Human Performance is comprehensive well-being rooted in all six interrelated aspects of life.



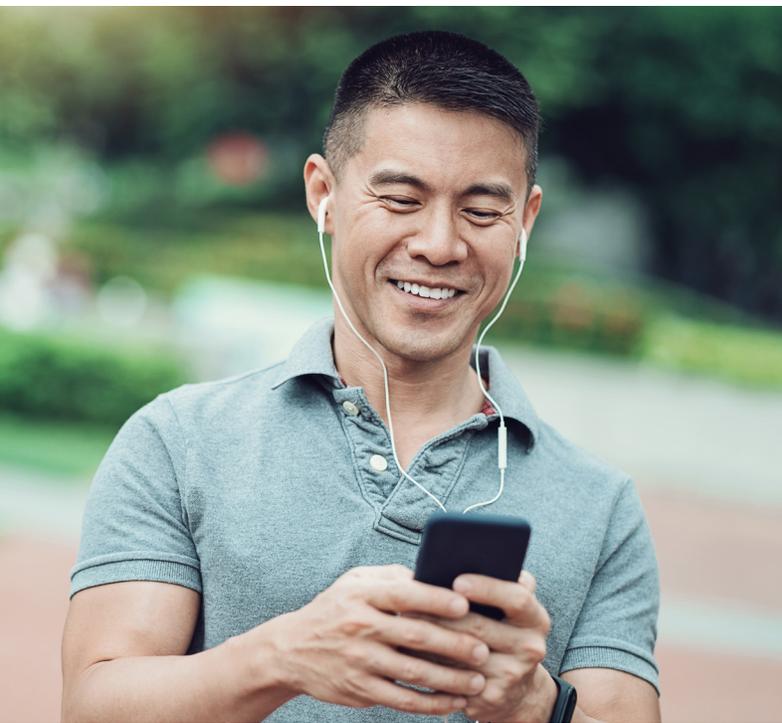
### **3. Individualized + Authentic**

Each person has their own unique set of values and motivators. To inspire engagement, you need a program that can be tailored to the individual. It should allow people to choose their path and focus on what’s most important to them. Using a variety of inputs — including a person’s Human Performance Profile, biometrics and device measurements, Human Performance Assessment, the Flourishing Index, and personal preferences — we deliver activities and paths that are prioritized specifically for each employee.



## 4. Based on Science (Behavior + Motivation)

There is a science behind motivation. When people are given the tools to understand and act on their motivation, they feel a greater sense of satisfaction and investment in the outcome. Aduro helps people unlock their unique motivators with a Transformative Habit Change Model (THCM) rooted in science, gamification, and incentives. We inspire action by creating an experience that combines the best in digital technology with a human connection. The digital experience takes place on Aduro's platform, Aduro Connect™, which offers content resources to help support your employees on their individual journeys. Your employees will receive real-time alerts, nudges and personalized messages that can drive engagement and meaningful change. We couple that digital experience with expert-led guidance from our Human Performance coaches. They can provide one-on-one or group coaching to help people overcome obstacles and tap into their greatness.



## 5. Focused on Driving Performance

A well-designed program that puts people first is what drives performance for the individual and the organization. To help you measure your program's success, Aduro leverages a system called "Objectives and Key Results" (OKRs). OKRs consist of a high-level, inspirational Objective that defines a goal, and multiple Key Results that quantify meaningful achievements that demonstrate attainment of that Objective. What does that mean for you? You'll always know exactly how your program is performing through regular updates that make progress transparent. We can also help you identify and overcome roadblocks that come up along the way. By combining data and human intelligence, you'll have a program that you can truly own including its success.



# The 4 stages to promote growth & flourishing

## Our unique LEAP framework.

Once we have developed our roadmap to reigniting humanity in the workplace, Aduro utilizes a unique framework to achieve Human Performance: Listen-Engage-Activate-Predict (LEAP). Each of the four stages plays a key role in promoting growth and flourishing for individuals and organizations. All of the following tools are part of Aduro Connect—our proprietary Human Performance technology solution. Everything about our technology is designed to inspire and enable action—including a program platform, which delivers an engaging, empowering experience for people and companies.

## Listen

Using a variety of inputs from each member, we create a unique Human Performance Profile. This gives members, coaches and other influencers relevant, timely information on which to act—with a wealth of tools just a click away. The amount of information members and organizations can provide is limitless—either through passive or active collection, creating opportunities for a more personalized and meaningful well-being experience.

## Engage

Members are introduced to the Human Performance environment in a way that inspires them to move ahead. The focus is on choice and possibilities:

- How can they grow professionally and personally?
- What is their vision?
- And where do they want to start?

Then we help them progress with gentle reminders, dynamic nudges, daily check-ins and other light touches that are delivered when and how a member wants. We also offer more involved program engagement support through our Concierge Experience as part of our Wellmetrics events.

Along with these proactive touches, our expanded rewards options, including charitable contributions along with gift cards and other incentives, increase motivation as well.

### Tools to Listen

- Wellmetrics™ biometric screenings
- Human Performance Assessments
- The Flourishing Index™
- Device + App Data
- Human Performance Profile

### Tools to Engage

- Daily Check-ins
- Dynamic Nudges
- Incentives + Rewards
- Concierge Experience



## Activate

Members have streamlined access to expert coaching, interactive content, and social connection—all in one place, and all personalized according to their goals and needs.

- **Personal Insights:** As members continue to engage, such as by tracking their mood each day, longer-term patterns emerge. We use these to surface content that is relevant to the member and their goals—giving them the tools to make informed decisions and act.
- **Expert Coaching:** Accredited by the National Board for Health and Wellness Coaching (NBHWC), Aduro coaches are experts in a wide range of areas—nutrition, finance, leadership, mental health, etc.—and get to the root of what shapes a person’s values and mindset. Members can choose how they engage: one-on-one, in-person or on the phone, by chat and email and by participating in coaching Paths.
- **Interactive digital content:** Our 300+ digital experiences—from transformative six-part and incremental bite-sized Paths to quick Practices and Activities—are designed for quick actions that build habits over time, create a shared understanding and promote growth.
- **Social connection:** We build social connections, both digitally and in-person, so members can engage socially at the level that’s right for them. Examples include Activities that promote gathering with co-workers, group coaching sessions and one-on-one chats with a coach, a peer, or trusted influencer.

## Predict

Our regular assessments, daily check-ins, and ongoing measurement create insights and drive action by providing members with a greater understanding of where they were, where they are, and where they’re headed. And clients can utilize Aduro’s robust reporting to deliver insights about their organization’s population and help employees take measurable steps.

### Tools to Activate

- Personal Insights
- Expert Coaching
- Interactive Content
- Social Connection

### Tools to Predict

- Daily Check-ins
- Reporting
- Population Insights
- Machine Learning
- Predictive Analytics



# Bringing Human Performance to your organization

The Aduro Connect name reflects the experience it offers, one that incorporates key elements into a single connected environment. Everything works together. Through our Human Performance experience, members and clients are at the center, with content and tools delivered based on their preferences and needs. This technology and human connections make it easy to integrate the services, systems, and devices members use every day. Let's dive in deeper on some of the aspects of an Aduro Human Performance program.

## Wellmetrics™

Wellmetrics biometric screenings provide members an opportunity to check-in on their health through a convenient, flexible and supportive experience. The screenings, much like a physical, will provide members with metrics on their blood pressure, cholesterol, and other important numbers that will paint a picture of their overall health. There are several screening options to support every member:

- Microsite events
- Embedded screeners
- Home Test Kits
- Health Provider Screening Forms
- LabCorp Vouchers

The data from every type of screening event ties seamlessly back into the program allowing employers to better understand the health of the organization and for members to have a more personalized well-being experience inside of the platform. From the results of a screening, recommendations will be presented to members in form of interactive digital content or an invitation to connect with a Human Performance Coach to make improvements.

## Interactive Digital Content

To create engaging and impactful experiences for your employees, our in-house content team has built a unique storytelling framework specifically for Aduro Connect's interactive digital content. This framework guides the writer to transform a coaching experience into a story that engages the member to pursue their transformational journey. This content can be consumed in many different formats within the well-being platform:

- **Paths** – A comprehensive, multi-week experience made of a collection of practices designed to help members in a more in-depth way.
- **Mini-Paths** – Structured the same as a full-form path but designed to be consumed and completed more quickly than a full-form path.
- **Practices** – A structured effort designed to bring focus to one specific piece or topic of the larger path. Several practices make up the full path.
- **Activities** – A smaller point of information designed to challenge members to learn, do and complete by meeting a specific goal or completing a specific action.

All formats available in Aduro Connect lead the member to deeper engagement and personalized goal setting with a Human Performance Coach.





## Human Performance Coaching

Our Human Performance Coaching is rooted in the science of motivation and inspires members to achieve positive, significant and lasting habit change through our unique digital-to-human approach.

Aduro's Human Performance Coaching methodology follows the Transformative Habit Change Model. Through positive psychology and motivational interviewing, our coaches help members uncover what is important to them and build meaningful and achievable habits to help them reach their goals. At Aduro, we understand that setting goals leads to a healthy, flourishing human being. We uniquely bring this whole-person approach to coaching, recognizing that people are more motivated to achieve goals that they identify themselves. When people achieve goals that are important to them, they will be more motivated to continue setting and achieving goals in other areas of their lives.

All of Aduro's coaches are NBHWC accredited and come from a diverse range of backgrounds. We have certified financial coaches, registered dietitians, licensed athletic trainers and behavioral health coaching specialists. Our broad expertise ensures that we can provide accurate information to our members and help them achieve their goals in all areas of life.

Aduro's human-to-human coaching experiences include onsite coaching, one-on-one telephonic coaching, group coaching and coaching workshops. Members also have access to Aduro's coaches at any time through Chat features inside of the Aduro Connect platform.



# Aduro's integrated mental health solution

When it comes to mental health in the workplace, the need is critical and urgent. Too often, employee mental health resources and support are siloed, underutilized, and accessed after a person has already been struggling.

By taking a holistic, proactive, and inclusive approach to improve mental health and build resilience, we unlock the full potential in individuals and communities.

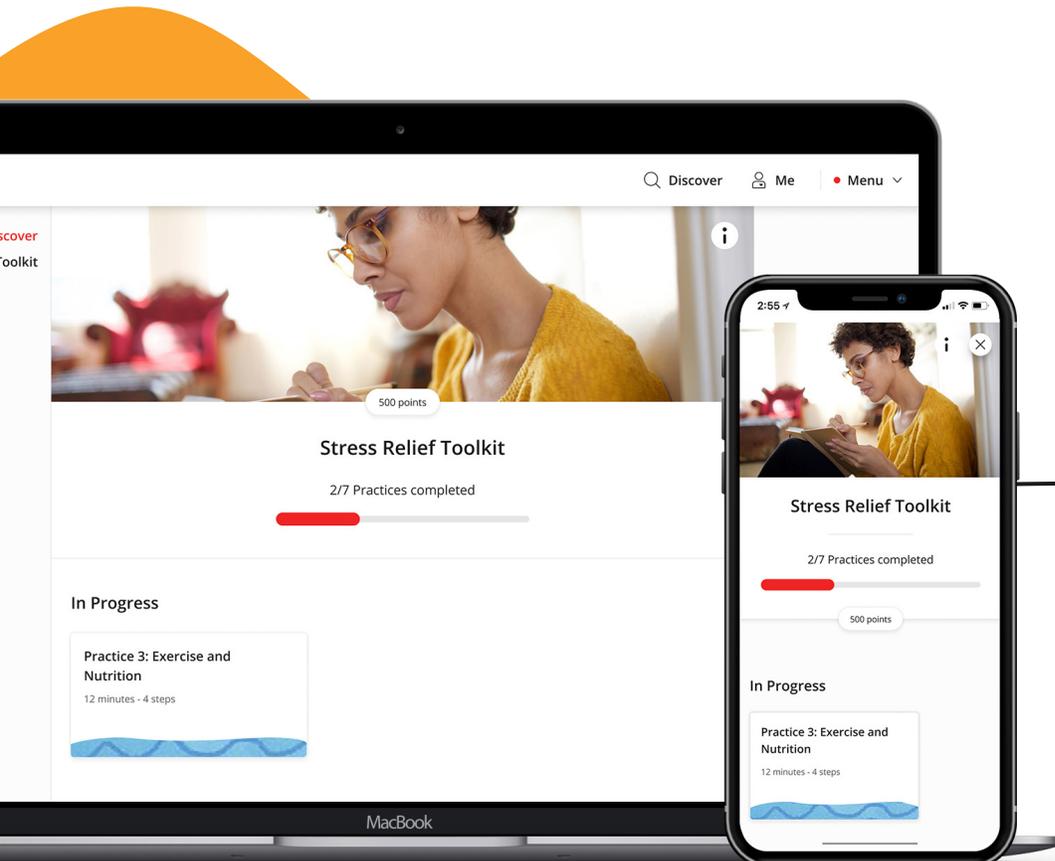
## Our integrated mental health solution includes:

- Expert mental health coaching
- Specialized interactive digital content
- Validated measurement
- Personalized connections

For more information about Aduro's Integrated Mental Health Solution, visit [adurolife.com/solutions/mental-health](https://adurolife.com/solutions/mental-health)

*“My coach helped me to recognize and interrupt negative thought patterns, be more present, and take steps towards a deeper connection with others.”*

*Mental Health Coaching Member*



**Aduro is here to bring humanity back to the workplace through an inclusive, holistic, personalized well-being solution based on science.**

## **Put the “human” back in human resources.**

Request a demo of Aduro’s Human Performance solution.

Visit [adurolife.com](https://adurolife.com) or email [hello@adurolife.com](mailto:hello@adurolife.com)

### **References**

<sup>1</sup> Burton, Neel, M.D. “Our Hierarchy of Needs.” psychologytoday.com, Psychology Today, 11, Dec. 2012, <https://www.psychologytoday.com/us/blog/hide-and-peek/201212/our-hierarchy-needs/>

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<sup>3</sup> “Highlights: Workplace Stress & Anxiety Disorders Survey.” adaa.org, Anxiety and Depression Association of America, <https://adaa.org/workplace-stress-anxiety-disorders-survey>

<sup>4</sup> “Cigna 2018 U.S. Loneliness Index.” www.cigna.com, Cigna, <https://www.cigna.com/assets/docs/newsroom/loneliness-survey-2018-fact-sheet.pdf>

<sup>5</sup> Carr, Evan W.; Reece, Andrew; Kellerman, Gabriella, Rosen; Robichaux, Alexi; “The Value of Belonging at Work.” hbr.org, Harvard Business Review, <https://hbr.org/2019/12/the-value-of-belonging-at-work>

<sup>6</sup> Sartorius, Norman. “The meanings of health and its promotion.” Croatian medical journal vol. 47,4 (2006): 662-4.

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