

WWCMA WEBINAR

# Measuring Well-being

## Building an Evaluation Strategy that Measures What Matters Most

> TUESDAY, MARCH 16

> 12:00 PM - 1:00 PM EST

worksite wellness  
council  
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### WHEN

TUESDAY, MARCH 16  
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## Measuring Well-being: Building an Evaluation Strategy that Measures What Matters Most

Employee wellness initiatives are commonplace in workplaces today. But many fall short when it comes to understanding the impact of these efforts to support employee well-being. Increasingly human resources, benefits and wellness professionals are being asked to justify the well-being initiative in a quantifiable manner.

### Are you unsure how to show the link between a thriving workforce and bottom-line results?

You will leave with the skills, tools, resources and confidence you'll need to build a measurement and evaluation strategy that captures the attention of business leaders by demonstrating the true value of well-being initiatives and measuring what matters most.

### About Mari Ryan, MBA, MHP, CWP



Mari Ryan is a workplace well-being strategist, award-winning author and international speaker. As CEO and founder of AdvancingWellness, she leverages over 30 years of business experience in various marketing, consulting and executive roles across a variety of different industries.