



The Culture Commitment: Building a Thriving Workplace through Wellness, Safety, and Empowered Leadership

October 9th, 2025

terryberry
Engage • Reward • Succeed

Empowering People & Organizations to Thrive

- **100+ years** helping organizations recognize and engage their people
- **Engagement solutions** that work, with the data to prove it:
 - Recognition & Rewards
 - Surveys & Insights
 - Physical & Mental Well-being
- **Trusted by 40,000+ organizations** with millions of employees across industries





Meet Me

Marcy McMahon

Director of Client Success



(616) 710-4100



Marcy.McMahon@hrcollaborative.com



678 Front Avenue NW, STE 190
Grand Rapids, MI 49504

ABOUT US

-  West Michigan based with national reach
-  Community of fractional HR professionals
-  We provide talent when and where you need it



kinexus group

 youth solutions

MICHIGAN
WORKS!
Berrien • Cass • Van Buren

 HR Collaborative®

 MARKET ONE
Economic & Community Development

 MGA
MANUFACTURING GROWTH ALLIANCE

By working with us, you're investing in something bigger.

Kinexus Group has a family of nonprofit organizations that connect people, resources, and organizations with services that make Michigan, a great place to do business.

Introduction

What does it take to create a workplace where people feel
seen, supported, and inspired?
How would this propel your business forward?



Learning Objectives

- ✓ **Employee Wellness**
- ✓ **Voice of the Employee**
- ✓ **Learning & Development**
- ✓ **Leadership Empowerment**
- ✓ **Takeaways to Get You Started**

Business Case for Thriving Cultures

Retention, Engagement

Team Effectiveness & Innovation

Productivity, Profitability, Cost Savings

Upskilling / Succession Planning



4 Key Components



Wellness



**Voice of the
Employee &
Safety**



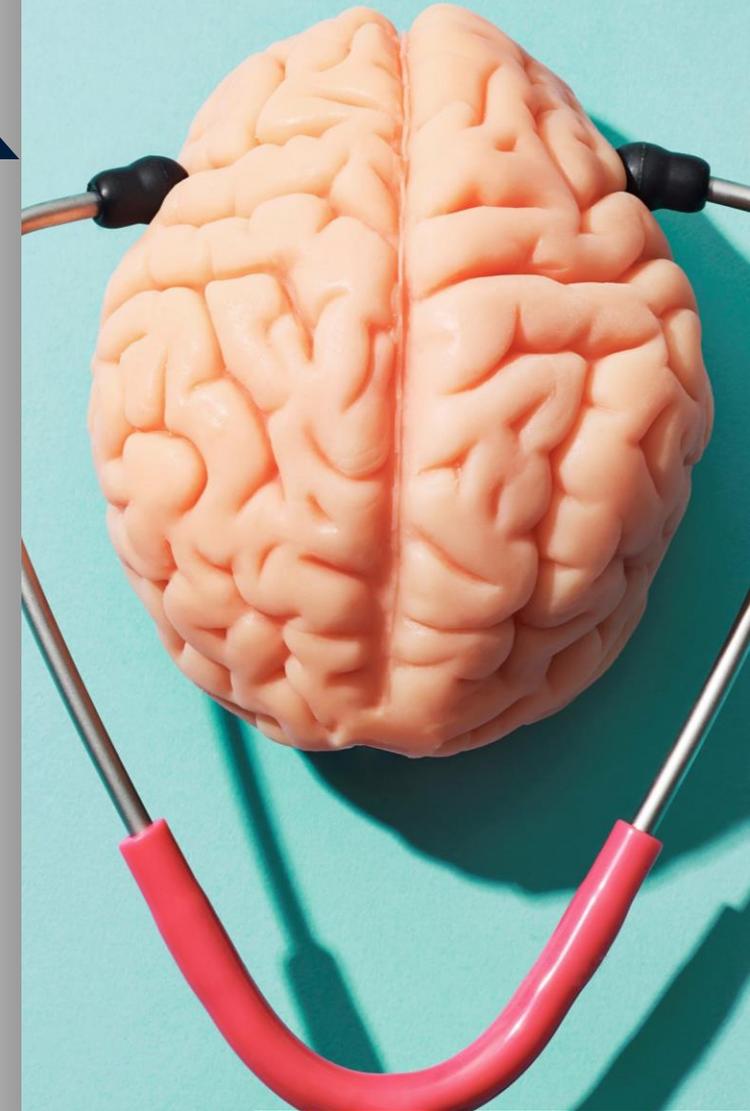
**Learning &
Development**



**Empowered
Leaders**

Benefits of Holistic Wellness

- ✓ Healthier, More Resilient Workforce
- ✓ Higher Engagement & Productivity
- ✓ Stronger Recruitment & Retention
- ✓ Inclusive & Equitable Culture
- ✓ Organizational Performance & Brand Reputation



Traditional vs. Holistic

Dimension	Traditional Wellness	Holistic Wellness
Physical	Gym discounts, step challenges, flu shots. Often low, skewed toward already-healthy employees	Flexible fitness stipends, ergonomics, nutrition, preventive care. Broader participation across demographics due to inclusivity and flexibility
Mental & Emotional	Limited or under-utilized EAP hotline	EAP + cultural change (psychological safety, manager training, mental health days)
Financial	Rarely included	Financial advisors, budgeting, debt/retirement planning, emergency savings supports
Social & Connection	Occasional team events	Structured social wellness: ERGs, volunteer days, peer mentoring, belonging initiatives
Work-Life Balance	Often absent or seen as 'time off'	Flexible schedules, remote/hybrid options, disconnect norms, role-modeling boundaries
Cultural Impact	Perceived as optional perk	Embedded in organizational values, leadership modeling, equity lens
ROI Profile	Short-term, cost-focused, often unclear	Long-term gains in retention, productivity, engagement, and reputation

Challenges Employers Face

 Uncertain ROI

 Strategic Fit & Culture

 Participation & Engagement

 Equity & Inclusion

 Management Support and Change Leadership

Strategies



**Transition to
Holistic**



**Expect Long-Game
ROI**



Align the Culture

Strategies



**Top-Down
Modeling**



Phased Rollout



**Communication
Plan**

Wellness Program Launch Plan

- 1** Phase 1: Assess & Align (Days 1–30)
✓ **Goal:** Understand needs, secure leadership commitment, set priorities
- 2** Phase 2: Design & Communicate (Days 31–60)
✓ **Goal:** Build a simple, holistic program and set cultural expectations
- 3** Phase 3: Launch & Engage (Days 61–90)
✓ **Goal:** Activate programs and generate visible engagement
- 4** Phase 4: Evaluate & Adjust (Days 91–100)
✓ **Goal:** Learn quickly, celebrate progress, and decide what to scale



Voice of the Employee



Structured way to listen, understand, and act



Various collection channels for input



Focuses on closing the loop



Helps with data informed decisions



Build trust, engagement, and inclusion

Voice of the Employee



Listen

Collect input
regularly



Analyze

Identify patterns,
trends, and root
causes



Act

Implement
meaningful
changes or
interventions



Communicate

Tell employees
what was heard
and what's being
done

Benefits of VoE

Why It Matters

- ✓ Engagement, innovation, and retention
- ✓ Identifies issues early — before they grow
- ✓ Strengthens leadership credibility
- ✓ Turns feedback into organizational improvement
- ✓ Psychological safety, organizational resilience





Signs of Low Psychological Safety

- **Team members become progressively quieter**
- **Morale and engagement remain persistently low**
- **Leaders dominate discussions**
- **Workloads are overwhelming, but no asking for help**
- **Concerns are heard, but nothing changes**

According to various sources (e.g., *PsychCentral*, *Interact Software*, *eCampusOntario*)



Signs of High Psychological Safety

- **Teams openly share mistakes and speak up**
- **Diverse perspectives are encouraged**
- **Transparent feedback, trust, and collaboration**
- **Teams engage in experimentation and learn from failures**

According to various sources (e.g., *PsychCentral*, *American Psychological Association*, *Boston Consulting Group*, *iResearchNet*, *The Open Psychology Journal*, *NeuroLeadership Institute*)

Challenges



Leadership Buy In



Translating Feedback Into Action



Communication



Fear of Honesty



Misalignment Between Words & Actions

Strategies

- Model & Embed Listening
- Turn Insights into Outcomes
- Create Safe Spaces to Speak up
- Close the Loop - Communication
- Build Consistency & Trust
- Formal Channels & Cultural Practices



Voice of the Employee Launch Plan

- 1 Phase 1: Launch Listening Program (Days 1–30)**
 - Launch baseline safety survey + conduct *stay interviews* with high performers
 - Leaders host open listening sessions to model vulnerability
- 2 Phase 2: Pilot Peer Listening(Days 31–60)**
 - Pilot *peer listening groups* to surface team insights
 - Build “speak-up channels” (pulse surveys, anonymous tools)
- 3 Phase 3: Identify Trends and Feedback Loops (Days 61–90)**
 - Begin reviewing *exit interview data* for trends and feedback loops
 - Share progress transparently: “Here’s what we heard, here’s what we’re doing”

Learning & Development

Benefits of Continuous Learning in the Workplace

- ✓ Lower turnover
- ✓ Higher engagement
- ✓ Upskilling for changing technology
- ✓ Succession planning to future proof your business



Challenges & Barriers

 Time Constraints and Workload Pressures

 Disconnect Between Training & Real Job Needs

 Informal Learning Gaps & Hidden Knowledge

 Resistance to Change & Learning Culture Maturity

Strategies for Success

- 1 Start with culture & values
- 2 Align training
- 3 Blend formal & informal training
- 4 Embed learning in daily workflow
- 5 Leverage digital platforms

Learning & Development Launch Plan

- 1** Phase 1: Foundation & Strategy (Days 1–30)
✓ **Goal:** Build the case, align with leadership, and design the framework.
- 2** Phase 2: Pilot & Engagement (Days 31–60)
✓ **Goal:** Create visibility, test learning modules, and build cultural momentum.
- 3** Phase 3: Expansion & Skill Development (Days 61–90)
✓ **Goal:** Scale offerings and integrate into workflows.
- 4** Phase 4: Measurement & Optimization (Days 91–100)
✓ **Goal:** Show impact, optimize, and set roadmap for long-term success.

Empowered Leadership

Benefits of Empowered Leadership

- ✓ Culture – Trust, Inclusion, Voice
- ✓ Stronger Learning & Flow
- ✓ Higher Engagement
- ✓ Profit Growth
- ✓ Lower Turnover Costs





What Does it Look Like?



Whole Person Wellness Centered



Voice of the Employee



Continuous Learning



Human-Centered Leadership Style



Embedding into Systems



Challenges



Mindset and Identity Shifts



Organizational Pressures



Skill Gaps



Personal Wellness Limitations

How to Overcome Hurdles



**Normalize the
Struggle**



Align Systems



**Provide Safe
Practice Spaces**

How to Overcome Hurdles



**Phase Out Your
Plan**



Communicate

Strategic Approach



Awareness & Education

Training and workshops

Self-awareness tools

Wellness literacy



Modeling & Mentorship

Senior leaders set the tone

Mentorship circles

Storytelling



Skill-Building Practices

Active listening labs

Well-being conversations

Feedback framework

Strategic Approach



Embedding in Systems

Leader scorecards

Pulse surveys and feedback loops

Recognition programs



Personal Support for Leaders

Coaching

Wellness

Reflection

Empowering Leaders Launch Plan

- 1** Phase 1: Foundation & Alignment (Days 1–30)
✓ **Goal:** Build awareness, secure leadership commitment, establish baseline for growth.
- 2** Phase 2: Skill Building & Pilots (Days 31–60)
✓ **Goal:** Build core skills in wellness, listening, and learning, informed by assessment results.

Simon Sinek

"The role of leadership is not to have all the answers, but to create the conditions where people and ideas can flourish"



Empowering Leaders Launch Plan

- 1** Phase 1: Foundation & Alignment (Days 1–30)
✓ **Goal:** Build awareness, secure leadership commitment, establish baseline for growth.
- 2** Phase 2: Skill Building & Pilots (Days 31–60)
✓ **Goal:** Build core skills in wellness, listening, and learning, informed by assessment results.
- 3** Phase 3: Integration & Expansion (Days 60–90)
✓ **Goal:** Apply learning, integrate practices, & expand to more leaders.
- 4** Phase 4: Measurement & Roadmap (Days 90–100)
✓ **Goal:** Measure progress, celebrate wins, and establish sustainability.

Full Circle

The Culture Commitment

- ✓ Wellness
- ✓ Voice of the Employee / Psychological Safety
 - ✓ Learning & Development
 - ✓ Empowered Leadership



Takeaways / Getting Started

- **Practical first steps**
 - Assess the current situation
 - Build business case
 - Identify supports and tools
 - Phase launches
- **Tools in your Toolkit - Takeaways**

Questions?





Marcy McMahon

Director of Client Success



(616) 710-4100



Marcy.McMahon@hrcollaborative.com



678 Front Avenue NW, STE 190
Grand Rapids, MI 49504

Additional References

- Amy Edmondson, "*The Fearless Organization*"
- The Open Psychology Journal (2023) ([The Open Psychology Journal](#))
- BCG Inclusive Advantage (2024) ([Boston Consulting Group](#))
- NeuroLeadership Institute (2025) ([NeuroLeadership Institute](#))
- Verywell Mind / WHO (2018) ([Verywell Mind](#))
- [Gallup Says \\$8.8 Trillion Is The True Cost Of Low Employee Engagement](#) (Forbes)
- Baldwin, T. T., & Ford, J. K. (2019). Transfer of training: A review and directions for future research. *Personnel Psychology*, 72(2), 63–105
- Bersin, J. (2018). High-Impact Learning Culture: The 40 Best Practices for Creating an Empowered Enterprise. Bersin by Deloitte
- Brandon Hall Group. (2023). Learning & Development Benchmarking Study
- Cambridge University Press & Assessment. (2022). *The Future of Learning: Building Resilient Skills for a Changing World*
- Devlin Peck. (2021). Workplace Learning Statistics and Trends. [DevlinPeck.com](#)
- Deloitte. (2024). Global Human Capital Trends Report
- Hamari, J., Koivisto, J., & Sarsa, H. (2014). Does Gamification Work? A Literature Review of Empirical Studies. 47th Hawaii International Conference on System Sciences
- Jobstik. (2022). The Impact of Employee Development on Profitability
- LinkedIn Learning Report. (2023). Workplace Learning Report
- MIT Sloan Management Review. (2021). The State of Workplace Learning in Hybrid Work
- World Economic Forum. (2023). Future of Jobs Report 2023



Thank you!



We are HR Collaborative.

Striving to *make work better!*



**This program is pre-approved for
ONE HRCI Credit and
ONE SHRM PDC.**



HR Certification Institute's® (www.HRCI.org) official seal confirms that Terryberry meets the criteria for pre-approved recertification credit(s) for any of HRCI's eight credentials, including SPHR® and PHR®.

This program has been approved for 1 (HR (General)) recertification credit hour toward aPHR™, aPHRi™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ recertification through the HR Certification Institute.

718200



Terryberry is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP® or SHRM-SCP® recertification activities.

25-ZXURN