

# How to Retain, Inspire and Empower Your Workforce—to the Benefit of Everyone

PERSONALIZED  
PERFORMANCE  
MANAGEMENT FOR  
THE WHOLE HUMAN



BOON  
↪



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## INTRODUCTION

# It's A Complex Work Environment

For much of the past year, leading economists and major media outlets were scratching their heads at the “weirdness of the American economy.” While this kind of chatter has tapered off, confusion and anxiety surrounding employment and the workplace linger.

There's still tension around Return to Office (RTO). Layoffs have cascaded through the tech industry in particular, work stoppages are on the rise, and artificial intelligence continues to loom as a disruptive force.

The result of all this? Both employers and employees are feeling the pressure, even as employment levels and profits both remain high.

There are some real, direct solutions that employers can apply to navigate this complexity with both compassion for their employees and with an eye on bottom-line impact. Personalized, third-party support at scale is one of them. We'll go into much more detail about that soon.

First, let's get a fuller picture of what both employers and employees are facing.

# Challenges Employers Are Facing Today



**87%**

of employers believe that **improving retention is “a critical priority for their organization.”**



**72%**

of employees say they are **coping with stress, anxiety, and burnout.**



**64%**

of employees are **lacking professional development resources.**

Prevailing HR tech falls short: unequipped to address the modern workforce’s comprehensive, personalized needs

## Employer Challenges: High Stakes of Employee Turnover

### Replacing An Employee Could Cost Four Times Their Salary

We probably don't have to tell you this, but the cost of employee turnover can get steep. Hard and soft costs associated with turnover have been estimated to total up to as high as three or four times the position's salary. This entails starting fresh with recruitment, training, and onboarding. But those are the ramifications that are easier to see.

### The High Cost of Turnover On Morale, Engagement, and Productivity

Direct correlations have been found between workplace failures by remaining employees and turnover rates. Researchers from Wharton came up with some hard data on this topic, analyzing the effects of turnover on product reliability at a cellphone manufacturer. For every 1% increase in turnover at the company studied, product failure increased by .05%.

If that seems like a small price to pay, it's not.

Given the size of the company, and its output and average turnover rate, costs potentially associated with turnover amounted to **hundreds of millions of dollars**.

While data would likely vary across industries, this scale of loss

is so incredibly large that even with a substantial and outsized margin of error applied, employers should find much to be concerned about.

Lastly, there is the **impact of turnover on productivity** to consider. When experienced employees leave or are let go due to any of a number of issues impacting their performance, knowledge transfers and workflows suffer.

While this impact can often be temporary, this is not exactly a given. Temporary setbacks can unintentionally become normalized or begin to compound, which could become a much bigger problem for your organization.



# Employee Challenges in the Modern Workplace

A natural next question in response to the employer challenges just cataloged might be: **“What’s going on with employees?”**

Data suggests a few answers. Perhaps none that we’re about to list are a surprise, but in the name of pursuing solutions on behalf of both employees and employers, let’s review these in detail, to get clear on the full breadth of the problem.

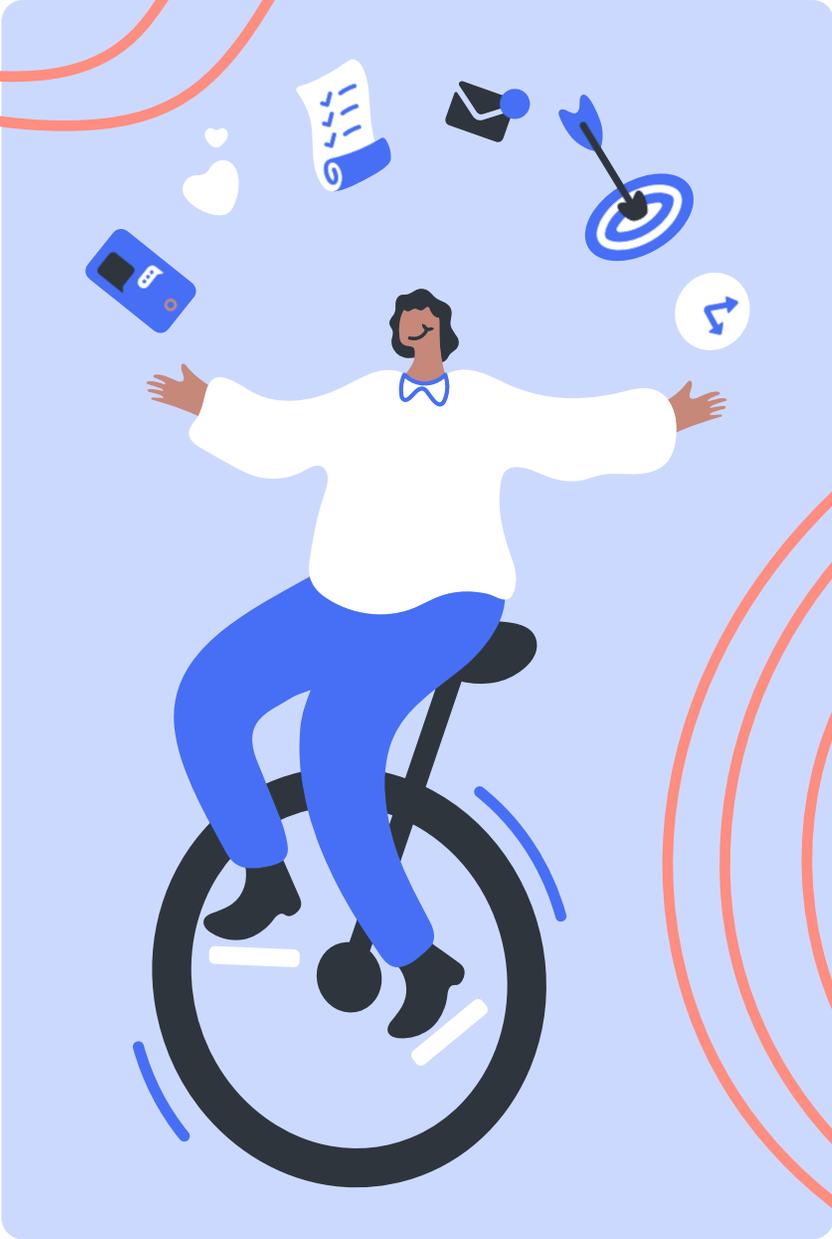
## Stress and Anxiety Are Rampant

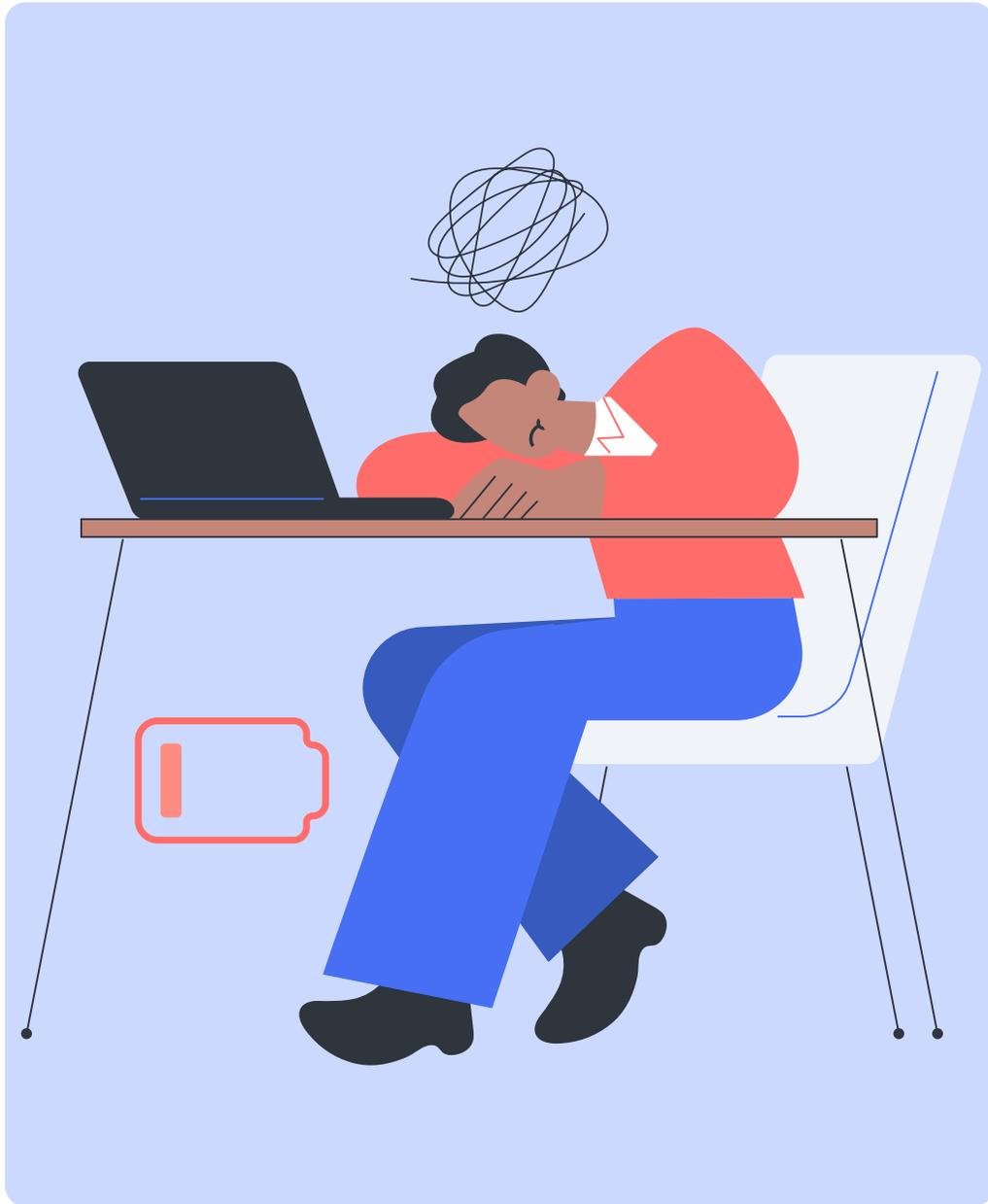
83% of U.S. workers in one report indicated that they suffer from work-related stress. From the same data set, a full 25% also indicated that their job was the primary stressor in their lives.

From that same report:

| Main Causes of Workplace Stress |     |
|---------------------------------|-----|
| Workload                        | 39% |
| Interpersonal Issues            | 31% |
| Work-life Balance               | 19% |
| Job Security                    | 6%  |
| Other                           | 5%  |

The impact of these stressors on productivity cannot be understated. In aggregate (same source) U.S. businesses may be losing \$300B in lost productivity due to stress.





## Burnout Isn't Just About Stress, It's About Stress Left Unchecked

Taken together, the preceding stats on stress often manifest as burnout. While burnout has been getting more attention lately, the real issue surrounding it today comes from a lack of correction action. Burnout is estimated to cost up to 20% of payroll budgets.

**77%** of workers have experienced burnout at their current job, and the top driver of burnout is a lack of support and recognition from leadership.

**59%** of employees view their mental health as a key driver for seeking a new role.

On top of the implications that these losses have on the lives of employees, they also indicate sub-optimal business practices on the part of employers. Taking steps to address these issues is not only the right thing to do – it should lead to more efficiency.

## Employees Also Want More Opportunities to Grow

A recent study on upskilling revealed that 74% of Millennial and Gen Z employees were likely to quit within the year due to a lack of development opportunities at work.

Limited opportunities for growth, at best, stifle employee motivation and commitment. At worst, they exacerbate turnover and jeopardize both productivity and consistent growth.

Willingness is not an issue. In the same study, 89% of respondents reported that they were motivated to improve their skills. Almost the same number indicated they were already putting time into this.

But employers need to recognize and capitalize on these desires if they want to reduce turnover and take advantage of upskilling – which, in itself, is not entirely the point.

Higher pay is an obvious desire here, on the part of employees. But workers also view professional development as a pathway to better work-life balance and as a means of feeling more purpose in their day-to-day lives.

So let's discuss how to transmute these distinct but highly-related and interdependent challenges that both employers and employees are facing – into a solution that benefits both parties.





# The Promise of Personalized Solutions at Scale

## Even Large Employers Can Provide Individual Attention

The answer to addressing the complexity of today's work environments could be simpler than one might guess. The right mix of tailored outsourced support, provided to employees as a benefit they'll actually feel compelled to use, has the capacity to greatly reduce turnover while increasing productivity.

### **Coaching Addresses the Whole Humans That Are Your Employees**

Nearly five years into our journey to provide personalized, 1:1 coaching to our customers' employees, we've seen robust results in the form of healthier, more resilient, and more productive workers.

More than anything else, your workforce might need someone to talk with. About their mental health, their goals and aspirations, or about whatever might be getting in the way of these things.

# The Return on Investment (in Employees) Is Real

The average Boon customer sees a return of \$3 for every \$1 they spend on our solutions. Obviously we love being able to report that, but consider the implications of this sort of ROI against the challenges outlined in the beginning pages of this eBook.

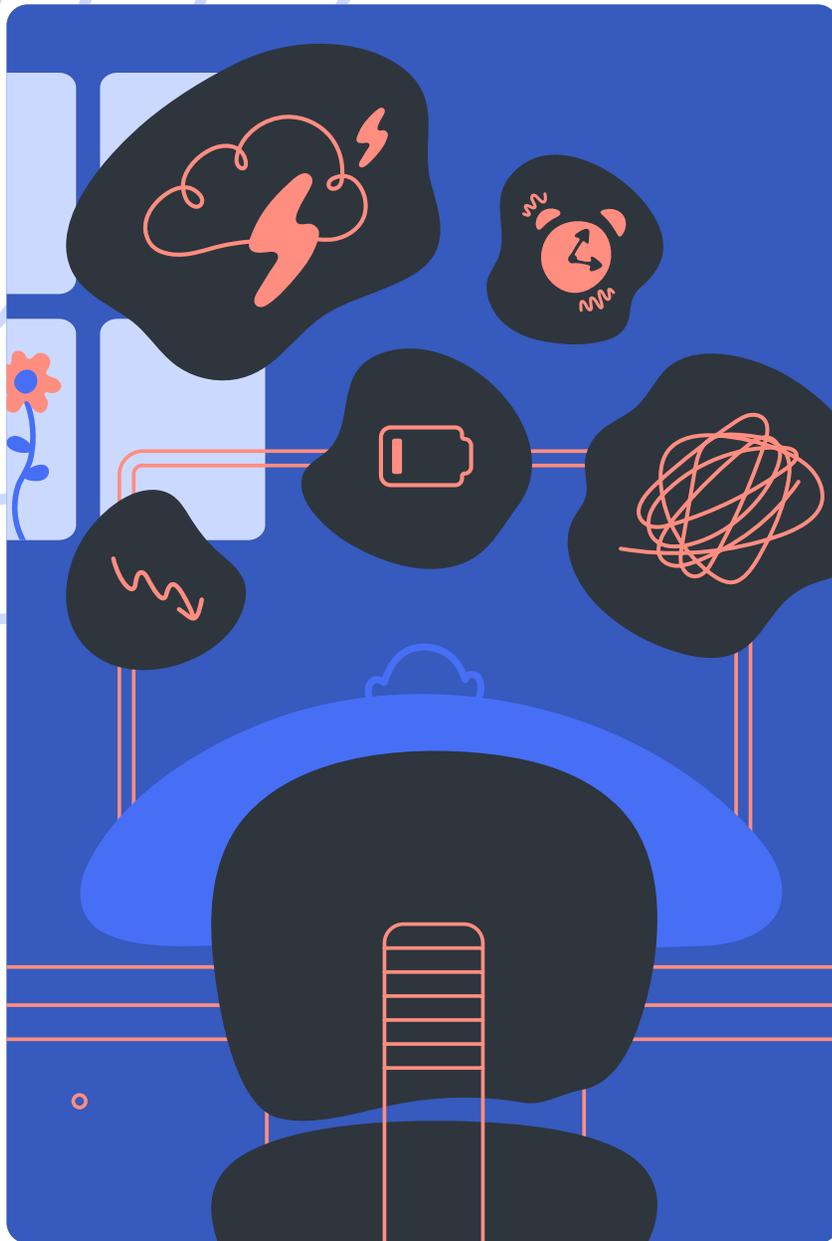
The long-term compound gains of these results cannot be overstated. Investments in well-being **and** personalized development yield substantial returns through heightened innovation, customer satisfaction, and great competitive advantage.

A closer look at the reasoning and methodology behind personalized coaching will illustrate how this is accomplished.

**AFTER SIX MONTHS OF BOON COACHING,**

# Partner Companies Experienced:

| Metric   | Value |
|--|-------|
| decrease in employee turnover                                    | 50%   |
| employee utilization (10x more than traditional EAP utilization) | 30%   |
| of users experienced an increase in resilience                   | 85%   |



## FIRST THINGS FIRST

# Are Your Employees Feeling Well?

## No One Can Pour from an Empty Cup

Let's kick off our discussion of the interplay between mental well-being and productivity (and career development) with a hypothetical story:

Kyle is a tenured employee and top performer at a professional services organization. He is regularly rated in performance reviews as "Exceeding Expectations." Following a series of management changes within his department and a shift in his responsibilities, Kyle's performance begins to decline, as does his engagement at work and his mood.

Feeling hesitant to discuss his unhappiness with the same new managers whose arrival coincided with his changed relationship to his role, Kyle instead says and does nothing. His work quality and performance continue to decline, as does his mental health, culminating in a total loss of productivity when he goes on medical leave and then eventually leaves the company.

This is exactly the sort of bad outcome that personalized coaching can help avoid.

Even if Kyle was never going to last at the organization after the changes to his department, the lack of attention paid to his wellness and his development as a former top performer meant that both parties lost in the end. Kyle's health and career suffered, and his employer faced increasing productivity loss and then a sudden and unexpected need to replace Kyle and his work.



## The Measurable Impact of Mental Health on Productivity

Remember all those statistics about the impact of stress on employee productivity and turnover? Consider these two additional, related stats on work and mental health:

**81%** of workers who feel mentally or emotionally safe at work report that workplace stress does not affect their mental health.

**81%** of workers also report that workplace stress affects their mental health.

Taken together, these data points show it doesn't take much to imagine the net positive impact that improved mental well-being would have on employee productivity and on reducing costly turnover.

The trick for employers is to gauge the level of interplay between mental health and career development amidst their unique workforce, so that they can parse how to offer support from each separate wing of their employees' personal and professional lives.

## How to Promote Greater Well-Being Among Your Workforce

There are several common methods for ensuring greater well-being among your employee population.

First and foremost, establishing a supportive work environment goes a long way. This often comes down to company culture. Consider auditing your operations to analyze the quantity and quality of support structures it offers to employees, in proportion to accountability structures.

The key to positive results in terms of work responsibilities may very well be found in further humanizing how we view and prop up the full spectrum of our employees' needs.

This might take the form of:

- Mental well-being resources and benefits
- Flexible work policies, such as hybrid work arrangements, and
- Professional development and career growth opportunities

Hopefully by now that last suggestion isn't a surprise. But let's take a closer look at it, anyway.

## Professional Development and Mental Well-Being Are Linked

"As people spend a large proportion of their lives in work...we need to invest to build a culture of prevention around mental health at work, reshape the work environment to stop stigma and social exclusion, and ensure employees with mental health conditions feel protected and supported."

**Guy Ryder,**

*International Labour Organization (ILO) Director-General*

Mental well-being is a spectrum. While the preceding quote may appear to deal more with providing room for those with diagnosed mental health conditions to thrive at work (a worthy goal in itself), the truth is that anxiety and depression are prevalent worldwide.

**1 in 3** women and 1 in 5 men will experience major depression in their lifetime.

Most of those men and women will be employees somewhere, and most of their depressive episodes will overlap with work hours. And just as poor mental well-being can impact

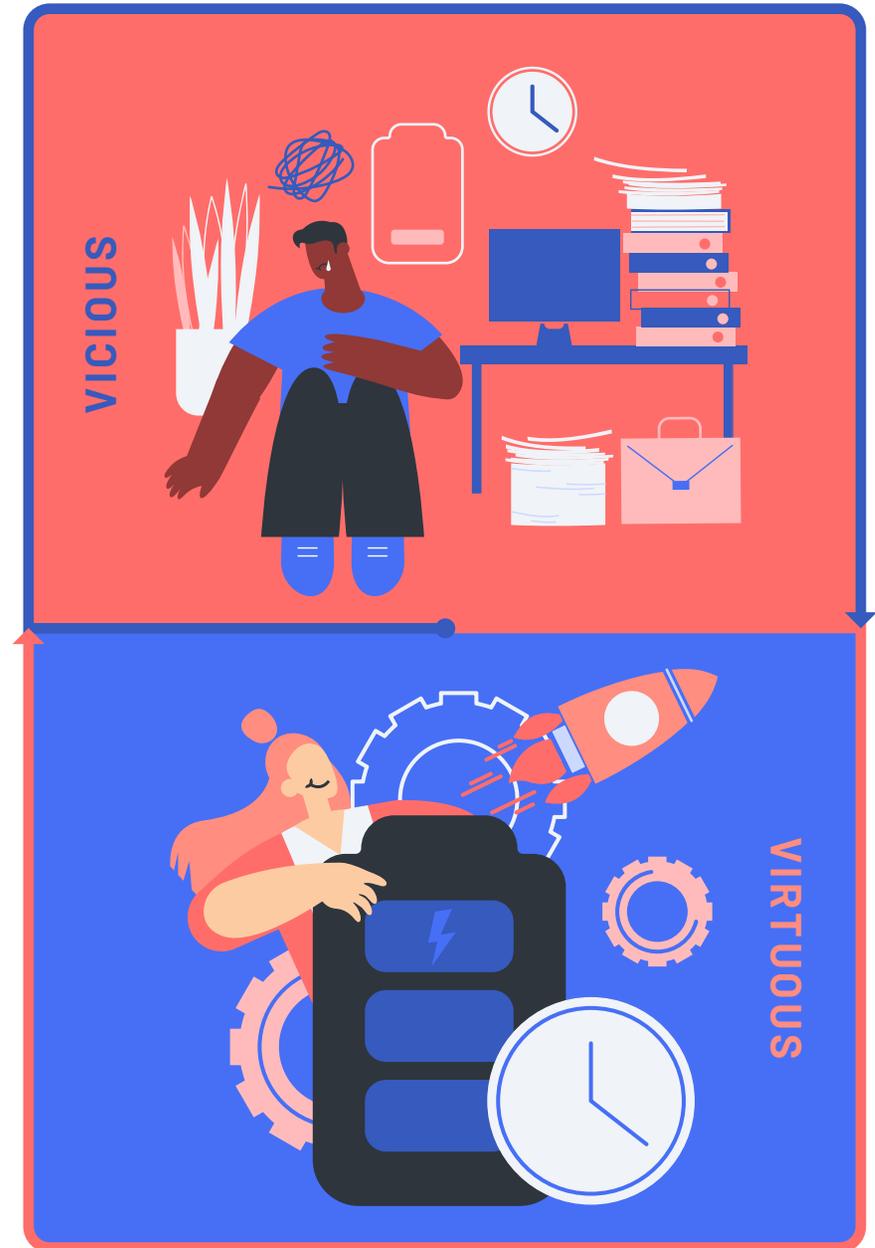
professional performance and development, so too can challenges in professional growth lead to heightened stress and anxiety.

This interplay served as the motivation for founding Boon. Your employers are whole humans with emotional lives that impact their work, and work lives that impact their emotions.

## The Goal: A Virtuous Cycle of Mental Well-Being and Professional Satisfaction

The key to success when it comes to balancing well-being and career performance is to avoid a vicious cycle of emotional struggle that impacts work – and vice versa. Instead, seek to cultivate a virtuous cycle where attention to mental well-being and proactive measures for professional development go hand in hand.

In this model, employers recognize the intrinsic link between an employee's mental health and their capacity for professional growth. By providing resources for mental well-being and professional development (such as via coaching), employers can adopt an integrated approach that leads to happier, more engaged, and ultimately more productive employees.





# Build More Resiliency With Personalized Coaching

## One Employee At a Time (and All At Once)

Effectively balancing the pressures of our personal and work lives often comes down to resilience. There are a few reasons why Boon's unique brand of coaching is an ideal match for cultivating this essential facet of remaining content, engaged, and productive against the backdrop of the everyday challenges of life and work.

### **Therapy Can Help a Lot, But It Doesn't Comprehensively Cover Our Work Lives**

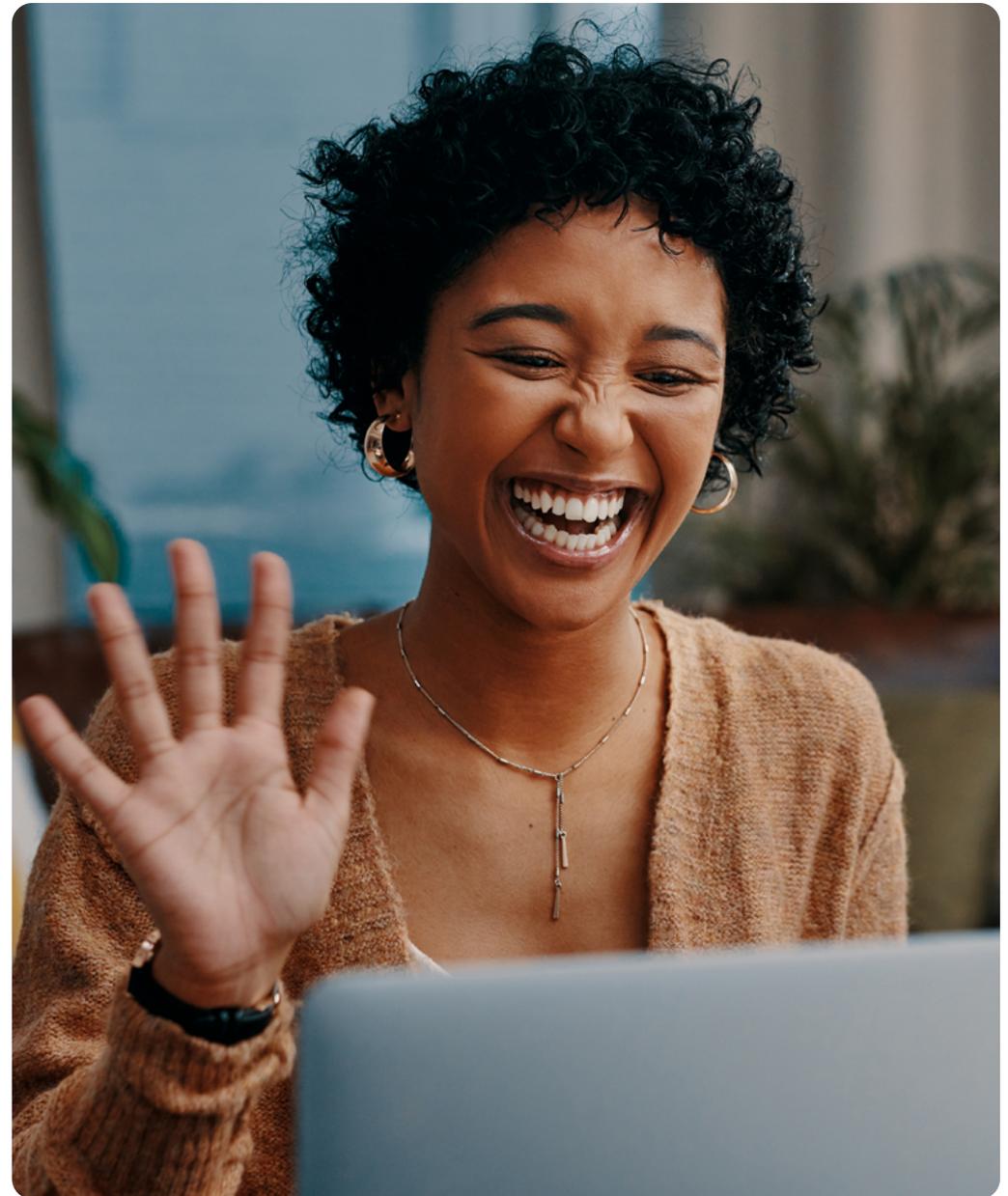
We believe wholeheartedly in therapy. There's no substitute when it's needed, and we'd never advocate for coaching as a replacement. But while therapists often do help explore feelings around professional development, and sometimes even advocate for change at work, they aren't as likely to fully tailor their work to addressing how to take specific action around what's needed to improve a client's work life.

## **Professional Development Training Doesn't Account for Personal Challenges**

Similarly, training programs built around professional development can work for some employees, when it comes to addressing a lack of satisfaction at work. Often, however, it's not so simple. There's more to untangle within the whole person that is the employee, that such programs are not equipped to handle. We've seen through case study results across our client roster that the greater personalization attributed to coaching has a higher success rate in terms of improving professional development.

## **When Employees Get Both Forms Of Health From a Coach, They Tend to Thrive**

We love to tout the aforementioned 3:1 ROI of using Boon, but the truth is that this metric doesn't exist without the efforts of our coaches and of our customers' employees. The combination of providing a safe space to strengthen mental well-being WHILE addressing what's going on at work (and how to grow through it) – is just really effective. Boon coaches partner with your employees to help identify and build upon their personal and professional strengths.





## What Personalized Coaching at Scale Looks Like In Practice

We'll get into some hard data soon, but consider first the qualitative and structural benefits that personalized coaching at scale bring to the average organization.

### **Enhanced Self-Awareness and Emotional Intelligence (EQ)**

Coaching sessions dedicated to self-reflection and emotional regulation can bolster interpersonal relationships and team cohesion. By nurturing a deeper understanding of their emotions and reactions, employees can contribute to a more harmonious and productive work environment.

### **Tailored Development Paths**

Coaches can be as scientific as they are empathic. Through actively assessing how to pinpoint individual strengths and areas for growth, coaches can craft development plans that both resonate with each employee's career ambitions and fit them within the opportunities available at your organization. This bespoke approach ensures that, as often as possible, personal advancement coincides with business goals.

### **Accountability and Continuous Feedback**

Accountability and feedback are cornerstones of coaching. Establishing a dynamic where employees are encouraged to set

and achieve milestones, coupled with regular feedback, creates that virtuous cycle we mentioned earlier in this eBook.

### Aggregated, Anonymized Data for Targeting Organizational Improvements

The problem with many other employee wellness, engagement, and professional development solutions is that their results are hard to quantify. While some professional training programs can produce clear results in the form of milestones and even promotions, these measurements tend to overemphasize the accomplishments of top performers, at least in terms of gauging the impact of the programs at large upon organization goals.

Personalized coaching at scale, however, can produce aggregated, anonymized data, that both retains employee privacy and generates useful insights for your organization.

Analytics and reports on self-reported results from your coaching program can deliver monthly and annual insights that aid in strategic planning. And there tends to be a compound effect when employees who utilize solutions like Boon recommend the benefit internally. We've seen some HR leaders take an even more active role in this approach, circulating success stories based on such data.

This often further motivates and inspires a workforce to pursue reliance-building activities, such as signing up for coaching and then showing up week over week to improve their lives and performance.



## THE BOON EFFECT

# Measurable Results from Personalized Coaching

We promised data. First, the stakes:

**87%** of employers name improving retention as “a critical priority.”

**95%** of HR leaders blame burnout on retention challenges.

**74%** of workers say a lack of employee development opportunities is preventing them from reaching their full potential.

Here’s how our methodology (and coaches) are turning these challenges into opportunities for over eighty organizations like yours.

## More Than Coaching: Boon’s Comprehensive Approach to Employee Development and Organizational Growth

If we’ve focused entirely on coaching to this point, it’s because it’s the best broad-based solution to the challenges of employee satisfaction, productivity, and retention that we’ve seen our clients solve in the five years we’ve been in business.

But sometimes a more bespoke approach is needed, for which our roster of top-tier accredited coaches is more than prepared.

- **Personalized Coaching:** Tailored development paths matched to employee needs, for personal and professional growth
- **Leadership Development:** Coaching with a concentration on cultivating empathetic, strategic, and adaptable leaders
- **Resilience Training:** Workshops and/or coaching aimed at equipping employees with the skills to adapt to change and overcome challenges, as work environments evolve

# Needs Change Based On Role

Boon Coaching is a **single solution** that fits many needs of your organization—coaching is a customized, individualized offering that **benefits employees at all levels.**

| Role                          | Common Issue       | Coaching Solutions   |
|-------------------------------|--------------------|--|
| <b>Individual Contributor</b> | Career Development | Strengths, Weaknesses, Life Plan   |
| <b>Manager</b>                | Team Dynamics      | Collaboration, Delegation, Conflict Resolution, Motivating Teams                                   |
| <b>Senior Leader</b>          | Burnout            | Strategic Thinking, Decision-making, Change Management, Building and Leading High Performing Teams |
| <b>Executive</b>              | High Stakes        | Leadership, Communicating Vision, Measuring Success  |

## The Numbers Don't Lie—Coaching Works

When we aggregated our own anonymized data across customer accounts, we saw clearly what we already knew after generating custom monthly reports for each organization that we partner with.

### ROI

- **50%** decrease in turnover, for employees who utilized Boon against those who did not
- **85%** of employees report feeling more resilient after several coaching sessions
- **3:1** dollar-for-dollar returns for spending on Boon, based on retention alone

On that last metric, consider that this does not account for the inevitable increased productivity contributed by employees feeling more resilient and engaged, as well as more satisfied at work (see below). This is harder to attribute, but we've anecdotally heard back from clients that this productivity noticeably increased among Boon users.

### Employee Satisfaction

- **96%** employee satisfaction (self-reported)

- **30%** utilization, which is 3X more than a standard EAP benefit
- **10** coaching sessions on average, per employee

It's unlikely that any single solution exists that will satisfy the complete needs of both employers and employees, when it comes to mental well-being, professional development, and all the sub-concerns typical of these larger categories – such as stress, burnout, turnover and productivity.

But given these results, especially when considered against the tough survey data with which we began this pursuit of such a solution – personalized coaching at scale comes pretty close.



## SNAPSHOT OF MONTHLY REPORT

# Personal and Professional Insights

| Insight Category  | Company Baseline | Touchpoint Scores | Relative Difference* |
|---|------------------|-------------------|----------------------|
| How productive do you feel at work?                                 | 70%              | 89%               | +26%                 |
| How satisfied do you feel with your work?                           | 69%              | 86%               | +25%                 |
| How well are you able to balance personal and professional demands? | 63%              | 82%               | +30%                 |
| Average Baseline Resilience Score (Scored Out of 40)                | 27               | 29                | +8%                  |

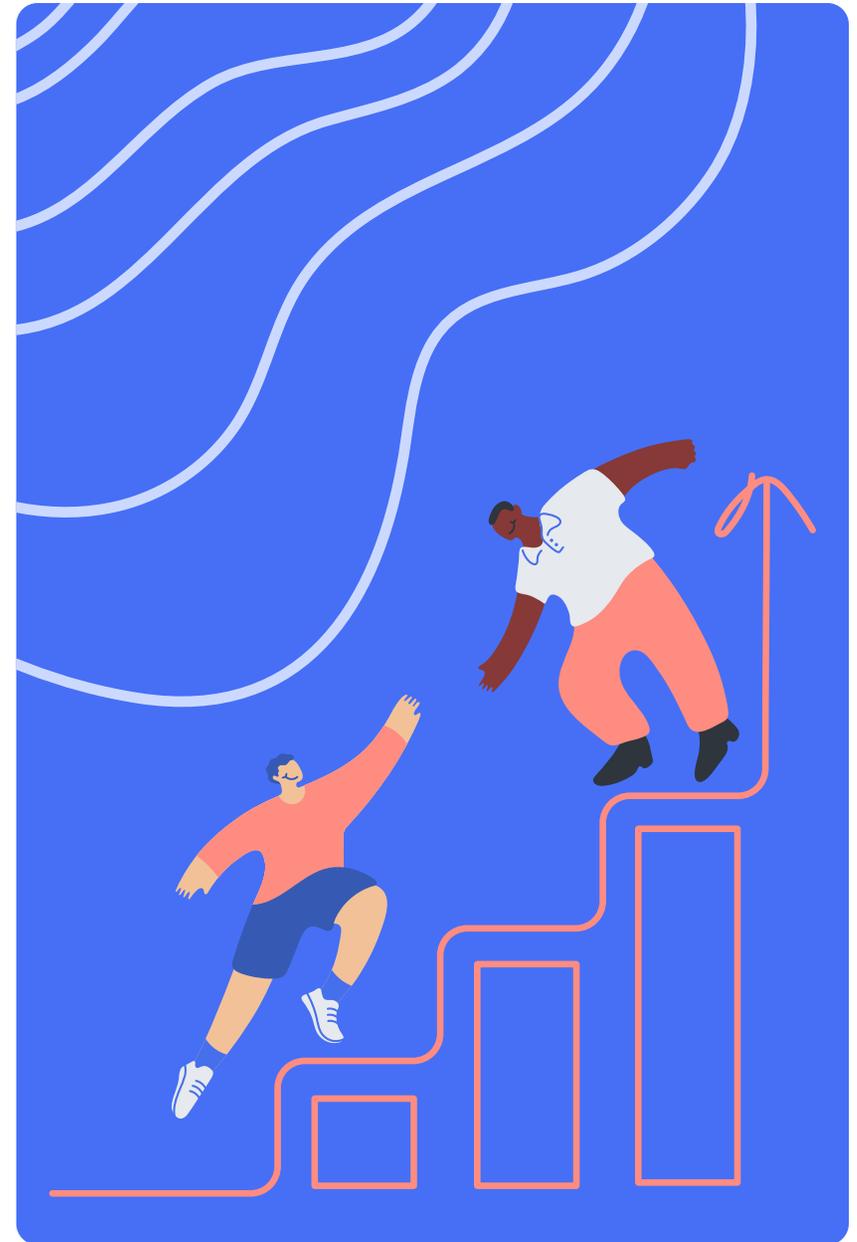
\*Relative difference is equal to the score change of those employees who have completed six or more coaching sessions and have also completed a touchpoint survey.

# Cultivate Well-being and Accelerate Professional Development with Our Data-Backed Solution

## Boon: A Methodology Matched to Today's Challenges

The integration of personalized coaching, professional and leadership development, and resilience training is what makes Boon unique.

Our tailored methodology, as implemented by our accredited, diverse roster of brilliant coaches, is designed to help your organization foster personal and professional growth among your workforce, equipping employees to thrive in an ever-evolving work environment. At the same time, you get to make significant inroads against turnover, with that 3:1 savings-to-cost ratio from Boon working in your favor.



TAKE THEIR WORD FOR IT

# Customer Success Stories

Organizations that have partnered with Boon report measurable improvements in employee well-being and productivity.



"We chose Boon because we know the importance of recruiting and retaining top talent."

**Andrew Silver**,  
Chief Executive Officer  
at MoLo Solutions

**\$270K annual net savings via  
employee retention**



"Boon has been a great enhancement to our benefit offering from a recruiting standpoint, and has become a 'go-to' recommendation in the talent development discussions."

**Kerry Shaw**, Senior Vice President,  
People & Culture, The Mars Agency

**+31% increase in work-life  
balance (self-reported)**



"Hearing feedback from our team members that their Boon sessions have made a huge impact on their lives and well-being reaffirmed our decision to partner with the Boon team and their coaching-on-demand model."

**Matt Knapp**, Director of Training  
and Professional Development at  
Piper Companies

**+24% increase in employee  
productivity (self-reported)**



PUT US IN COACH

# See Boon In Action

You've Seen the Data, Now  
Experience It First-Hand

Excellent results and a clear use case are great, but when it comes down to it, we know that the best way to vet a solution is to see it in action.

[Request a Demo](#)

Let's explore how personalized mental well-being and performance management can enhance your workplace and drive better results for your employees and your business.

[boon-health.com](https://boon-health.com)

