

35<sup>TH</sup> Annual National Wellness Conference  
“Wellness Solutions that Work NOW: Best Outcomes Through Innovation, Caring, and Collaboration”  
University of Wisconsin-Stevens Point, July 17-22, 2010

## Online Proposals

### LEAD PRESENTER

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### Comprehensive List of Conference Presentations for LEAD Presenter:

National Wellness Conference  
Art and Science of Health Promotion Conference  
Institute for Health and Productivity Conference  
See resume. I have over a hundred conference presentations.

### Presentation Title:

Creating Wellness Leadership Dashboards

**Track:** Wellness Promotion  
**Program Level:** intermediate

**Target Audience:** Health Promotion Professionals  
**Program Type:** Breakout Session

### Have you presented or are you planning to present this program at other wellness-related conferences?

The concepts in this presentation will be tailored to the NWC audience. Last year, I wrote a book called Wellness Leadership. It discusses the topic of this presentation. Many of my clients create wellness dashboards in order to provide feedback to middle-management and workgroups. I will be providing case examples of such wellness leadership dashboards in my presentation and discussing the impact of this strategy. This is a presentation that has been warmly received and fits well with this year's conference theme.

### Abstract:

As a health promotion practitioner, you work hard to collect data about wellness attitudes and behavior. This presentation is about completing the feedback loop by offering managers at all levels leadership dashboards with the information they need to support your wellness initiative. This presentation explains how to construct leadership dashboards that tracks: (1) performance results including health risk, lifestyle change measures and the economic impact, (2) programmatic results including program participation rates, satisfaction and if programming needs are being met, (3) cultural results including measures of shared values, norms, cultural touch points, peer support and climate. We will also discuss your role in supporting middle-management and other wellness champions in their efforts to create healthy and productive workgroups.

### Measurable Objectives:

- 1.To be able to identify three types of performance data.
- 2.To be able to identify three types of programmatic data.
- 3.To be able to identify five types of cultural data.
- 4.To be able to identify four primary wellness leadership skills.

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**Program Outline:**

Welcome, statement of enthusiasm and overview  
Discussion of the data we now collect  
Discussion of the need to better engage management and to become results-oriented  
Discussion of performance data  
Discussion of programmatic data  
Discussion of culture data  
Discussion of employee feedback about wellness leadership  
Closing comments  
Questions and participant comments

**Program Bibliography:**

Allen, J. & Luetzinger, J. (2009). Achieving a Healthy and Productive Workplace Culture. *Health and Productivity Management*. Spring, 8-11.  
Allen, J. (2008). *Wellness Leadership: Creating Supportive Environments for Healthier and More Productive Employees*. *Healthyculture.com*, Burlington, Vermont.  
Allen, J. (2008). Achieving a culture of health: The business case. *Health Enhancement Systems White Paper*, Midland, Michigan.  
Goaszewski, T., Allen, J. & Edington, D. (2008). Working together to create supportive environments in worksite health promotion. *The Art of Health Promotion*. March/April, 22:4, 1-12.  
Allen, J. & Hunnicutt, D. (2006). *Fostering wellness leadership: A new model*. *Absolute Advantage Special Report*. *Wellness Councils of America*, Omaha, Nebraska.

**Program Relevance to Conference Theme:**

Executives, managers and supervisors could play important roles in creating cultural support for wellness. Wellness professionals could leverage their time and energy by empowering key decision-makers to better support healthy lifestyles. This (ground game) strategy can lead to better utilization of your current wellness programs. Developing local wellness champions will also help fill the void created by less expensive low-touch program delivery models such as telephone coaching and online wellness information.