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EMPLOYEE WELLBEING
& ENGAGEMENT TREND
REPORT

WCWI (Wellness Council of Wisconsin)

The Trusted Source for Employee Wellbeing in Wisconsin



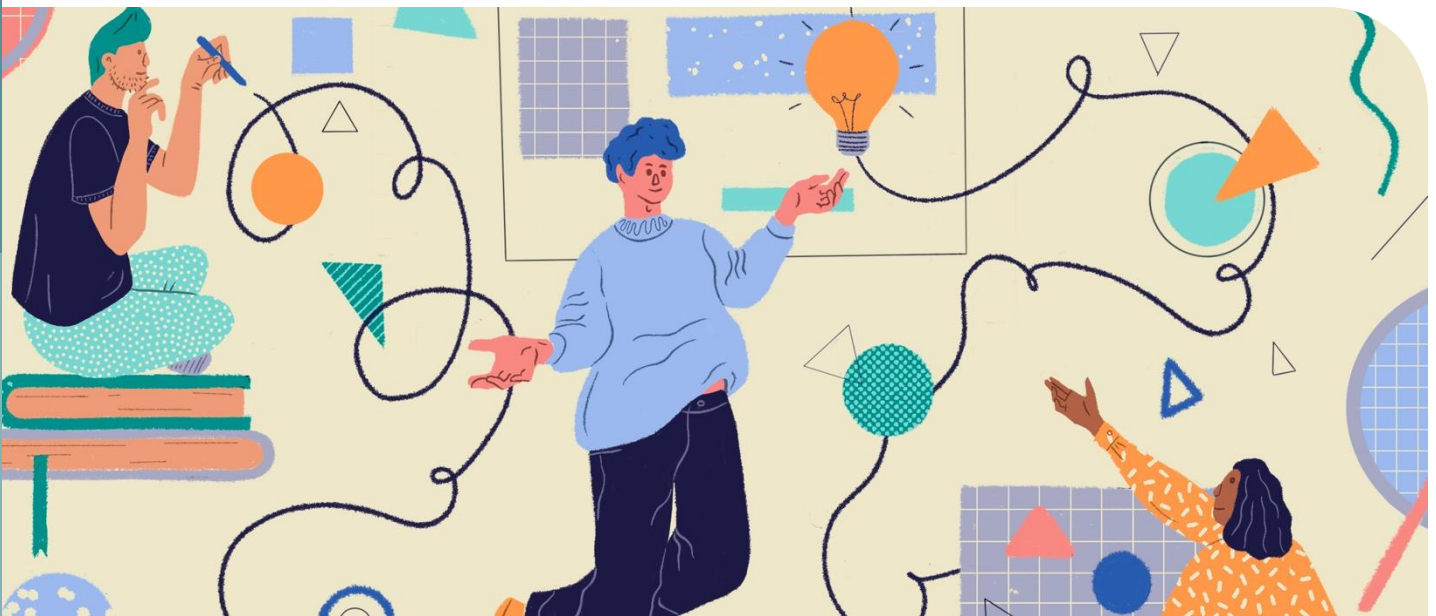
Bringing people
together to lead
and champion
employee well-
being in Wisconsin.

WCWI is dedicated to enhancing employee wellbeing across Wisconsin and the northern Midwest by providing members with strategic support, professional development, and meaningful connections. We tackle industry challenges, lead efforts to uplift workforces and communities, and bring together HR, wellness, benefits, and culture professionals to learn and grow together.

Learn more today – visit www.wellnesscouncilwi.org



Executive Summary



As we look at the findings from our 2025 Employee Engagement & Wellbeing Industry Trend Survey, it's important to recognize that this year's data, like last year's, was collected from a broad, voluntary pool across industries and geographies. Because the respondents differ year to year, our survey is not an employer's longitudinal cohort study. Instead, it is best characterized as observational, offering a valuable pulse on the current landscape rather than precise year-over-year trendlines.

The breadth of this general survey allows us to capture timely insights and directional shifts in the industry. These changes suggest shifts in budget allocations, evolving wellness strategies, and changing organizational priorities.

While these insights should be interpreted with care, they help spark important conversations about where company's wellbeing efforts are headed, and what strategies are resonating most in today's workplace.

Let's learn from each other.



Participant Profile & Demographics

LOCATION

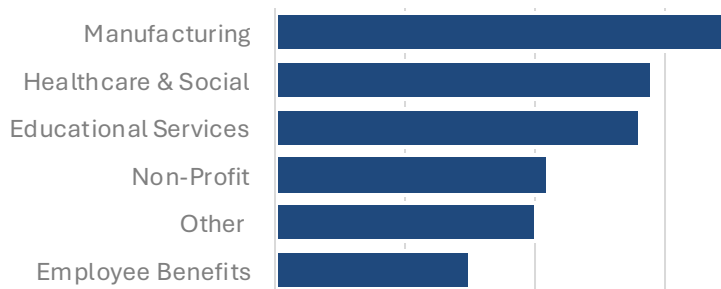
A total of 219 respondents completed the survey. Respondents spanned the US, with 51% of responses being collected from Wisconsin based organizations.



COMPANY SIZE



INDUSTRY



JOB ROLES

- **HR or Human Resources Managers/Directors** - 38%
- **Wellness, Wellbeing & Health Professionals** - 17%
- **Benefits Managers/Consultants** - 6%

WORK ENVIRONMENT



44% - In Office



44% - Hybrid



12% - Remote



Current Workplace Wellness Landscape



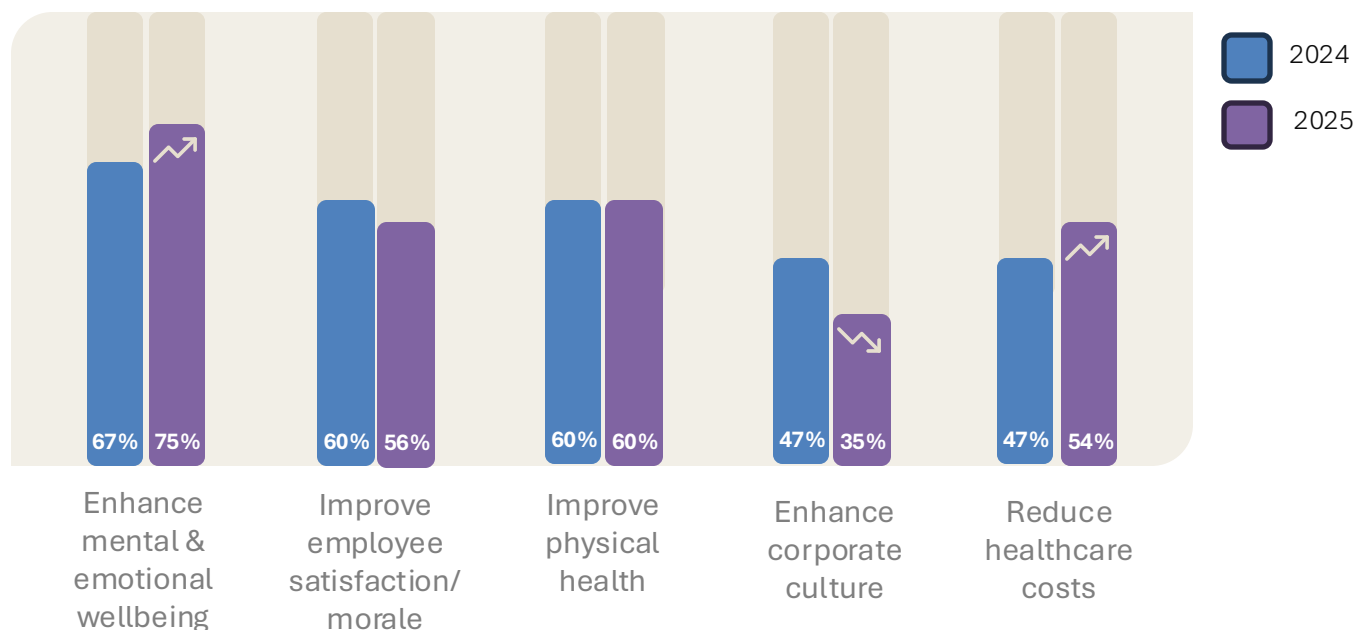
Workplace wellness has become a core part of how companies show up for their people. In fact, 83% of companies offer a wellness program, with most aiming to support mental and emotional wellbeing, boost employee satisfaction, reduce healthcare costs, improve physical health, and build a more connected, positive workplace culture.

It's clear that today's companies aren't just focused on productivity - they're investing in people.

What are companies up to when it comes to workplace wellness?

83% of respondents are offering wellness in 2025.

TOP REASONS FOR OFFERING A WELLNESS PROGRAM



The #1 reason companies offer employee wellness is to enhance mental and emotional wellbeing.

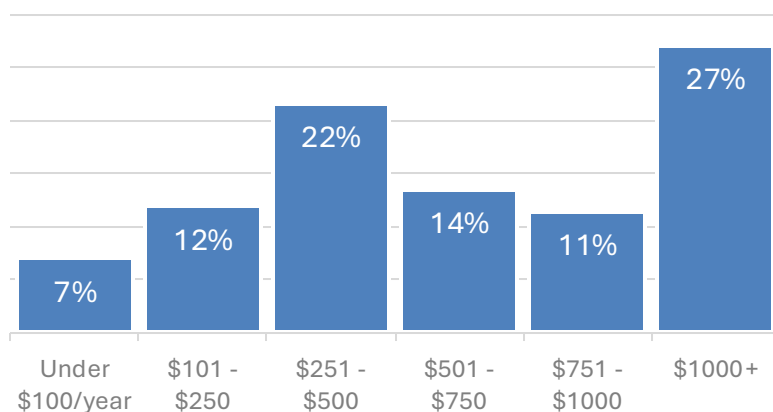


Workplace Wellness Incentive Trends

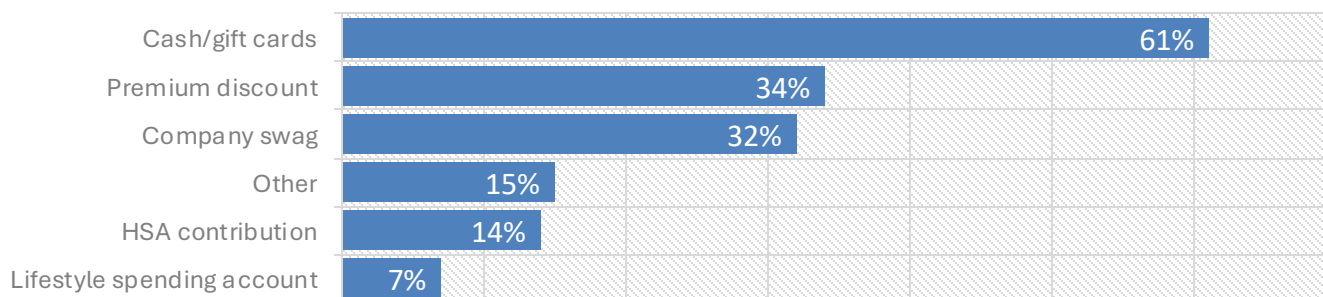
Incentives are still a key engagement tool, but companies are tightening their budgets, with the average annual incentive spend dropping slightly. Still, more than a quarter of companies are investing over \$1,000 per employee, showing that many organizations continue to see strong value in wellness initiatives. Cash and gift cards reign supreme - but creativity is on the rise: companies are exploring newer ideas like cooling towels or free meals and extra casual dress days. It reflects a shift toward making wellness feel more personal, practical and fun for employees.

AMOUNT COMPANIES ARE INVESTING

Per employee per year



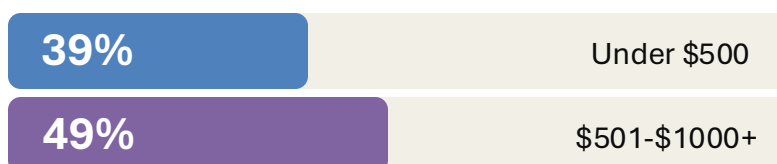
MOST POPULAR INCENTIVE OFFERINGS



INCENTIVES IMPACT ON WELLNESS PROGRAM PARTICIPATION

Companies who spend \$500 or more per employee see better program participation.

Participation vs. Incentive Amount





Other Incentive Ideas Companies are Exploring

Days off/PTO

403(b)
contribution

Free meals

Charity
donation

Company swag

Extra dress
casual day

TV's, earbuds,
air fryers, iPads

Exercise
equipment,
cooling towels

Meal prep
notepad for
nutrition
program, etc.



Top Tools Being Offered to Drive Employee Engagement

Our analysis reveals a variety of efforts companies are making to engage their employees, from mental health to physical and healthcare benefits and perks.

PHYSICAL



89%

Offer Activity Challenges

Companies are putting emphasis on prioritizing physical wellness initiatives like activity challenges. These types of initiatives encourage movement, build camaraderie, and create a sense of fun and shared purpose. They not only support better health outcomes but also foster teamwork and friendly competition, which can boost morale and productivity across the organization.

MENTAL



86%

Provide Employee Assistance Programs

Mental health has become a central focus for companies, with EAPs offering critical support for stress, anxiety, and personal challenges that affect job performance. By investing in these resources, companies aim to create a psychologically safe workplace and show employees that their emotional wellbeing is valued—ultimately leading to greater loyalty and retention.

FINANCIAL



71%

Offer HSAs (Health Savings Account)

Financial wellness tools like Health Savings Accounts are being emphasized as companies recognize the growing stress employees feel around healthcare and personal finances. Offering HSAs empowers employees to take control of their medical expenses and plan for the future, contributing to reduced financial anxiety and improved focus at work.

CULTURE



61%

Leverage Employee Feedback/Surveys

Companies are focusing on feedback and surveys as a way to strengthen company culture and demonstrate that employee voices matter. Gathering input on a regular basis helps identify pain points, inform strategy, and build a culture of transparency, key drivers of engagement and satisfaction.

Top Trending Employee Wellness Initiatives

This year, companies are doubling down on what works in employee wellness. Activity challenges remain a crowd favorite, proving that a little friendly competition goes a long way. Preventative care is also a priority, with more focus on early detection through routine exams. Financial wellbeing is gaining traction as employers recognize the toll money stress can take on overall health.

At the same time, low-to-no-cost initiatives like walking groups and stretch breaks are being embraced as simple, effective ways to boost daily movement and connection. Rounding out the list, webinars and lunch & learns continue to offer quick, accessible wellness education that fits seamlessly into the workday.

#1



Activity Challenges



Almost 90% of companies plan to **invest the same or more** in activity challenges this year

#2



Preventative Exams

85% of companies plan to **invest the same or more** in preventative exams

#4



Low/No Cost Initiatives

81% of companies plan to **invest the same or more** in low-to-no cost initiatives (Stretch breaks, walking groups, volunteering, etc.)

#3



Financial Wellbeing

84% of companies plan to **invest the same or more** in financial wellbeing

#5



Webinars/Lunch & Learns

78% of companies plan to **invest the same or more** in healthy webinars and lunch and learns



Unique Wellness Ideas From our Respondents

Physical
therapy

Weight &
hypertension
management
programs

Sleep apnea
program

Virtual Tai Chi
classes

Onsite wellness
events: dry
needling,
massages,
Reiki,
mammograms

Healthy snack
bar (vending
machines
removed)

Book clubs

Dave Ramsey's
Financial Peace
University

Budget, savings
and retirement
planning
sessions



Top Provided Mental Health Initiatives

Today's companies are taking a more holistic approach to supporting employee wellbeing, one that goes beyond physical health to address emotional, mental, and everyday life challenges.

From providing access to professional support through Employee Assistance Programs to building in more flexible policies and stress education, employers are recognizing that real wellness means meeting people where they are and giving them tools to thrive both in and out of the workplace.

#1 Employee Assistance Programs

86% of companies offer employee assistance programs



#2 Policy Flexibility

59% of companies offer policy adjustments (flex time, slow return from leave, etc.)

#3 Mental Wellbeing, Stress, Education

59% of companies offer mental wellbeing, stress, education initiatives/course(s)





Unique Mental Health Initiatives from our Respondents

“YinzGood & BuildWell Health - both for Construction.”

“We're just trying to make the office environment more welcoming by providing better access to things. We do have both an EAP and we're part of the You Turn group for mental wellness.”

“Onsite yoga and on demand fitness and guided meditations.”

“Offer Mental Health First Aid training to all employees who are interested.”

“We offer the IMPACT app to all staff and anyone in their household at no cost to the employee. Many of my employees use it.”

“Mental Health Days – Encouraging employees to take time off for self-care without using vacation or sick leaves.”

“We focus on social connectedness programs to bring people together and try to form relationships beyond work relationships to friendships.”

“We are training staff in Adult Mental Health First Aid.”

“We offer an employee sabbatical program. After 3 years of employment in an eligible status, an employee is provided 1 additional week of PTO. After 5 years, 2 additional weeks. The additional tiers are 10, 15, 20, and 25.”



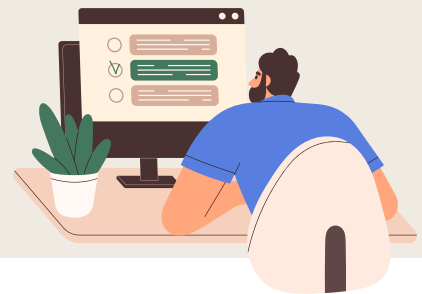
Top Provided Employee Engagement & Perks

Creating a strong, connected workplace culture takes more than just wellness programs, it requires meaningful opportunities for employees to feel heard, supported, and part of something bigger.

That's why many companies are investing in things like feedback surveys, team-building events, and community engagement initiatives. These efforts reflect a broader commitment to fostering belonging, recognition, and growth across all levels of the organization.

#1 Employee Feedback / Culture Surveys

Over half of companies offer employee feedback / culture surveys



#2 Team Building Activities or Events

55% of companies offer team building activities or events

#3 Community Engagement Initiatives

51% of companies offer community engagement initiatives

#4 Tuition Reimbursement or Professional Development

50% of companies offer tuition reimbursement or professional development

#5 Formal Employee Recognition Program

46% of companies offer a formal employee recognition program



Unique Employee Engagement Ideas from our Respondents

“Company Events (Meals, Raffles, Family Engagement, Outside Events).”

“Culture committee, catered lunch, company happy hours.”

“Peer-to-Peer Recognition Platforms – Apps like Bonusly or Kudos for real-time appreciation.
Employee of the Month/Quarter Awards – Public recognition with meaningful rewards.”

“We do shout outs to congratulate on achievements, when we are together, everyone gets gear & I put personal, hand written notes in for everyone thanking them & post event we all go out to dinner as a team to celebrate.”

“We bring in a therapy dog once a month for people to engage with.”

“Business Resource Groups (BRG)”

“Onsite Daycare”

“Company grill outs and contests.”

“SupportNow- helping supporters provide relief to families during tough times.”



Top Provided Healthcare Savings Benefits

Healthcare savings and access remains a key focus for employers looking to support their teams in meaningful ways. From offering HSAs to expanding telehealth options and introducing more family-friendly benefits, companies are finding practical ways to help employees manage both their health and their budgets. These offerings reflect a growing emphasis on flexibility, affordability, and whole-family support.

#1 HSA (Health Savings Account)

71% of companies offer HSA (Health Savings Accounts) to their employees



#2 Telehealth

61% of companies offer telehealth/virtual health to their employees

#3 Family-Friendly Benefits

38% of companies offer family-friendly benefits to their employees





Unique Healthcare Savings Ideas From our Respondents

“We offer FSA, limited FSA, dependent care FSA.”

“Provide programs like Livongo, Valenz, Cancercare.”

“Currently fully insured and exploring self-funding to allow more flexibility in near/onsite clinics, direct primary care and tailoring the wellbeing program to offer service based on results.”

“Onsite heart scans/ultrasounds at the employee's expense.”

“We administer our own Short Term Disability plan since we are under 50 employees and do not fall under FMLA.”

“We provide ICHRA plans, no longer employer sponsored, rather we give reimbursement dollars to purchases from the Marketplace.”

“Bexa Scans, Cologuard paired with diagnostic colonoscopy.”

“\$0 copay for behavior health services; virtual primary care; managed cancer care.”



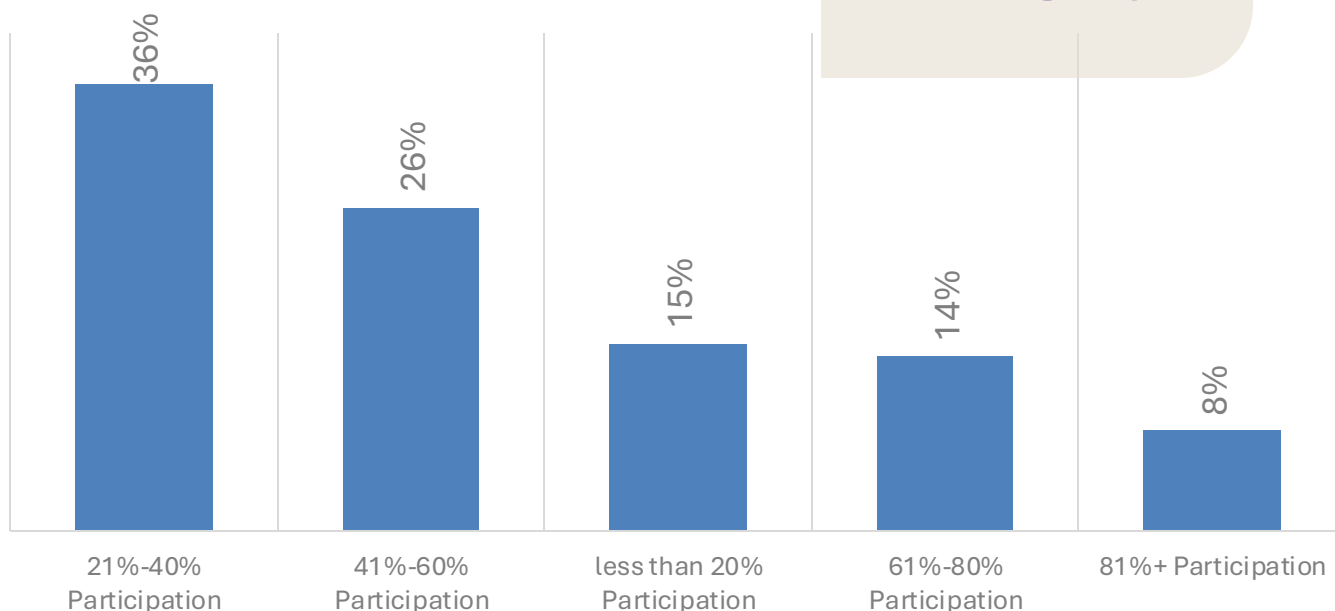
Program Participation

While many companies are offering wellness programs, getting employees to consistently participate remains a challenge. With average participation sitting at 43%, and only about half of companies feeling confident in their engagement levels, there's a clear opportunity to revisit how programs are communicated, designed, and delivered.



AVERAGE PROGRAM PARTICIPATION

43%



PARTICIPATION VS. WORK ENVIRONMENT

In-office companies see the highest wellness engagement

Office	48%
Remote	39%
Hybrid	36%



COMPANIES SATISFACTION WITH THEIR PARTICIPATION

Just under half of companies gave their wellness program participation a thumbs-up.

- 49% were very satisfied or satisfied
- 21% were very dissatisfied or dissatisfied



Closing Summary



It's clear from this year's data that companies are not only committing to employee wellness, but they're also getting smarter and more intentional about how they approach it. From investing in activity challenges and preventative care to expanding access to financial wellbeing tools, mental health resources, and flexible policies, companies are building more holistic, people-first programs. They're also finding creative ways to support engagement through incentives, healthcare savings benefits, and culture-building efforts like feedback surveys and team events.

A better employee experience starts here.

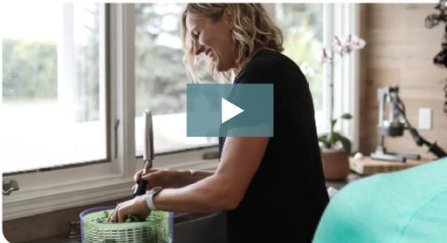
Employees' favorite way to feel better at work



Clean eating fuels your well-being



Watch video to learn more



What is clean eating? The standard diet is leading to many health

Complete the Quiz for P

CLEAN EATING QUIZ

Get ready to blend knowledge with our clean eating quiz! It's paired with a video and spiced up with questions to help you understand of whole

+50
Points

Mon 04/01 - Company ABC

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