

Path to better Employee Engagement

Follow these simple steps to announce your podcast platform

Pre Internal evaluation

- Establish your teams current EAP utilization % from your provider.
- Review EAP provider additional mental health tools and notify them of your new engagement tool
- Does your EAP provider have an employee App that could be a podcast delivery tool?

STEP
01



Podcast Production list

- Choose your topic library
- Review script for "open and close" of each podcast
- Schedule leadership podcast interview.
- Schedule and record HR custom "open and close"

STEP
02



Execution items

- Review podcast delivery system.
Goal is to have 24/7 access for employees.
- Three best delivery options include:
 - host podcasts on company internal Intranet website.
 - Host on employee EAP App, if available.
 - Provide custom, password protected URL link on Beyond Well website.
- Review platform in department head meeting



STEP
03



Rollout/internal marketing and messaging

- Draft company wide email announcing the new company podcast centered around mental health.
- Conduct department staff meetings to introduce the podcasts.
- Encourage every employee to listen to the inaugural leadership podcast to understand the company's commitment.
- Purchase company branded earbuds as promotional handout.
- Encourage employees to listen to podcast specifically about HIPAA regulations

STEP
04



Set Launch date

- Encourage team feedback
- Conduct manager training to explain how to utilize the podcasts with their team
- Consider an incentive to encourage listening

STEP
05

