



Raising visibility and profile

Wellbeing programmes need to be visible to be effective. A low profile creates plenty of obstacles, not the least of which is participant perception that your services aren't a priority for the organisation and therefore may not be all that useful. After all, if they stick you in a closet next to the boiler room, how valuable can your help be?

Here are some steps to start boosting your profile and visibility:

- ◆ **Pay attention to your image.** In a rush to help as many people as possible, some health promoters put out services that aren't up to the professional standards of other departments. If you find yourself creating your own promotional materials and they don't compare well to other internal services, consider doing less but doing it better. Favour quality over volume if you have to choose. Choose a strong brand for your programme.
- ◆ **Go outside the 4 walls.** Another common mistake is to become so overwhelmed with the next program and the next and the next that you never take time to get involved in other important functions. Success in another area reminds management that your talents are well placed - become visible.
- ◆ **Communicate, communciate, communicate.** Whether online or on paper, organise regular communications to your audience. Get a place in the most widely viewed communication and make your presence there a top priority with each release. Your goal should be to become the most valued section in that communication, which requires planning and effort. Run road shows, competitions and events. Make wellbeing part of your organisations annual conference etc.
- ◆ **Create an executive group of wellbeing champions.** Involve people and share ownership. Understanding that everyone is busy, it's important for this committee to have a purpose and charter. They're not a work group that helps you do your daily job, but influentials who can move your agenda forward at the highest organisation level once a year as budget time rolls around.
- ◆ **Build your reputation inside and outside the organisation.** Tell people about your successes, speak at conferences, serve on boards, write for trade publications, do press interviews. Awards are a useful way of showing off your work.