

The BurnAlong Leadership Series Presents

Leading HR: Navigating the Next Normal

Prioritizing the Emotional Health and Wellbeing of a Remote and Stressed-out Workforce



Michelle Wright

Former CHRO of CareFirst
BlueCross BlueShield



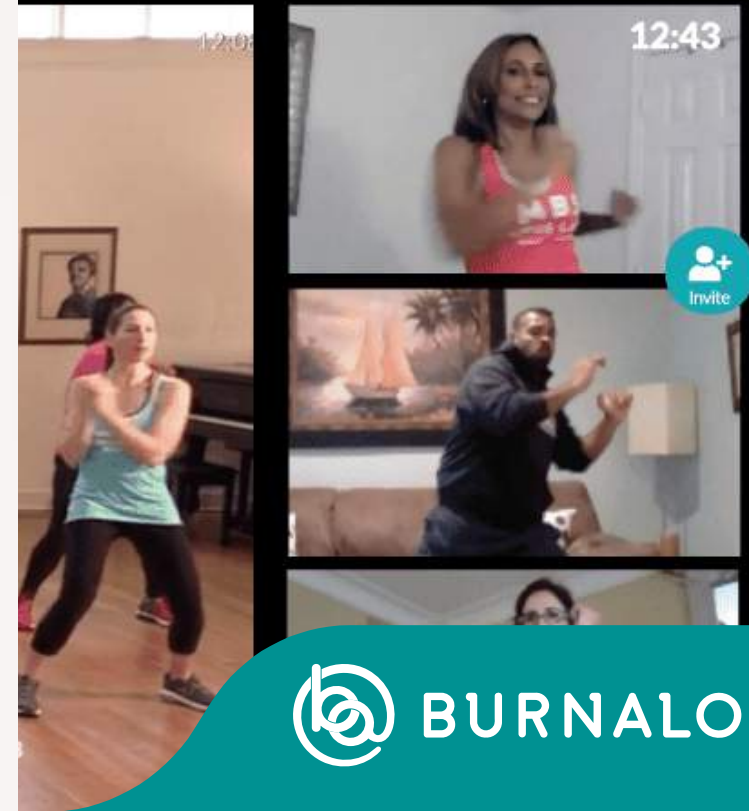
Pernille Spiers-Lopez

IKEA's former President &
Global CHRO



Rodney Whitmore

CHRO George Washington
Univ. Medical Faculty



 BURNALONG

“Whole Mind, Whole Body, Whole Life”

www.BurnAlong.com



DANIEL FREEDMAN
Co-Founder and Co-CEO

Wall Street Journal, Forbes,
United Nations, TSG.
Co-author of NYT top-10
bestseller, *The Black Banners*

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We were already in a Health and wellness crisis

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A systemic problem:

People were already struggling.



**40% Obesity
Among Adults**



**78% Adults 55+ Have
Chronic Conditions**



**Only 41% of People
Dealing with Mental
Health Issue Get Help**



**Loneliness Epidemic,
Equivalent to smoking 15
cigarettes a day**



COVID has made things worse

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Loneliness, Depression, Inactivity



- Loneliness: **75%** feel more socially isolated; **67%** report higher stress.
- Mental Health: **21%** increase in prescriptions filled for depression, anxiety, and insomnia since Feb 2020.
***78%** of those were NEW or first-time prescriptions.*
- Physical Activity down,
Junk Food Sales Up: Pretzels (47%), Chips (30%)



**At the forefront of this New
Normal and the battle ahead is
HR ...**



Business

**The
Economist**

The importance of people people

The coronavirus crisis thrusts corporate HR chiefs into the spotlight

In a pandemic, a chief people officer can make or break a company



**Act as if what
you do makes
a difference.
It does.**

– William James



How Can HR Leaders Help?



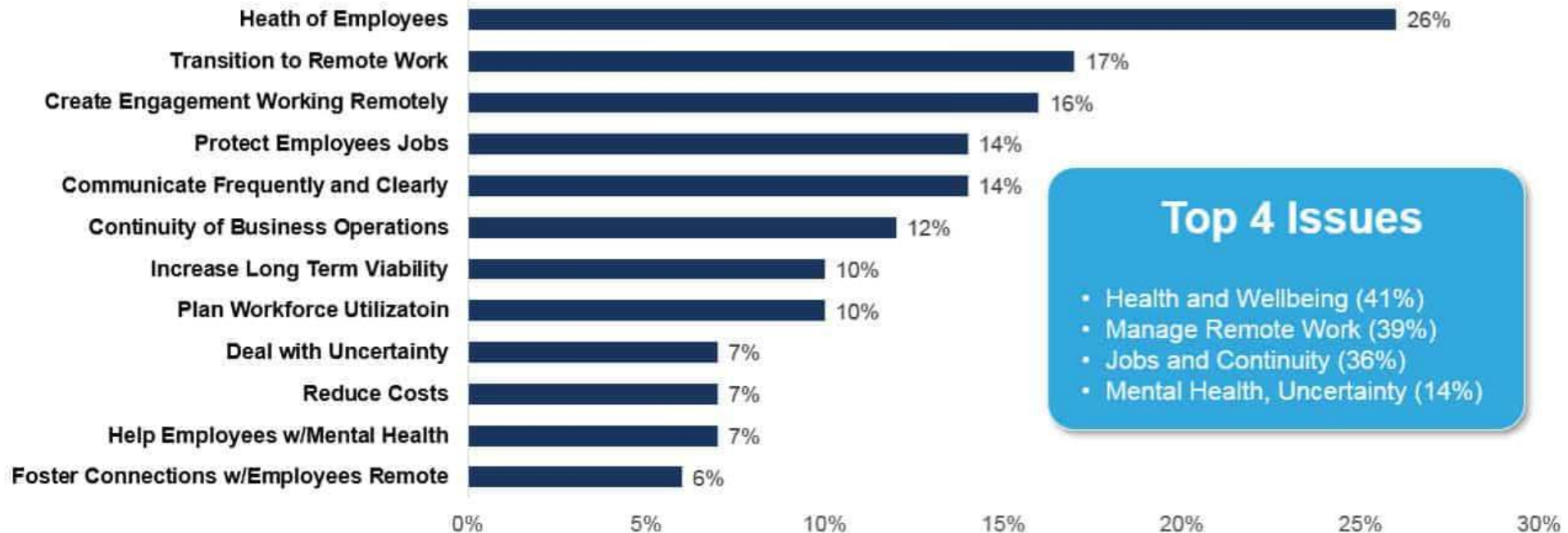
Top Issues On HR Departments' Minds

COVID-19
PULSE OF HR



joshbersin
cultureX
MIT Sloan

Top Issues Week of April 7, 2020



Online survey conducted by CultureX and Josh Bersin between March 31 through April 5. By role, the sample consisted of CHROs (25%), HR VPs, directors, or managers (52%), HR specialists or business partners (16%). Organizations with more than 10,000 employees represented 21% of the sample, 1,000-10,000 (31%), 200-1,000 (23%), and fewer than 200 employees (26%). Information technology (21% of responses), professional services (14%), and financial services (9%) were the most common of 19 sectors represented in the sample.



Among Recommendations from CDC and Health Experts to combat loneliness and wellbeing challenges:

- 1. Socializing Safely (Online)**
- 2. Physical Activity (Safely)**

The BurnAlong Solution

Bringing People Online What Works In-Person



Optional Social:
See & hear people you know live.
Class is synchronized across your group
(iOS, Android & web)



01 Choice and Diversity: Catering to Everybody.

Online videos from 100's of instructors across 45+ categories.

02 Social: Real Live Motivation.

Including option to invite others to join you live for real motivation.

03 Personalization:

Machine Learning for guidance.





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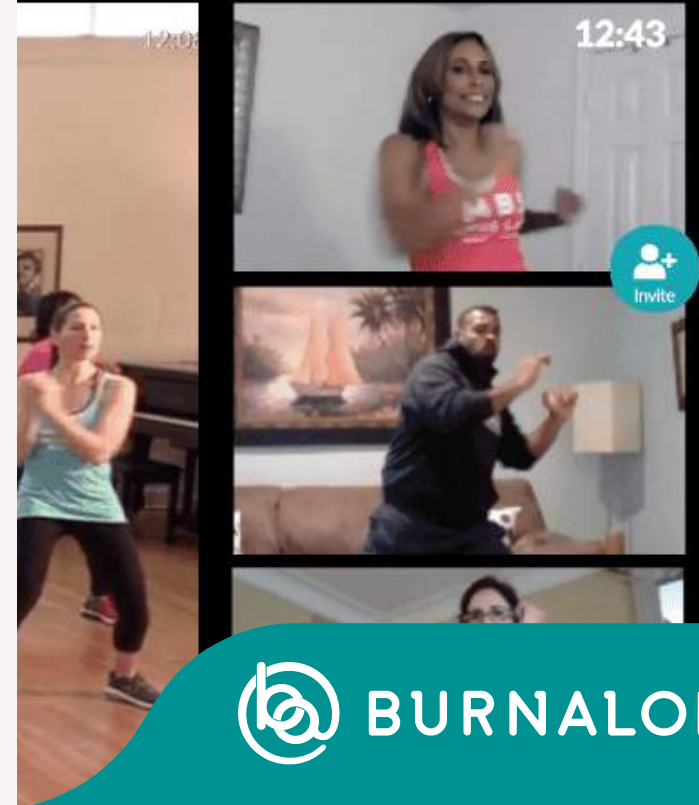
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THANK YOU!

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