



智享会

HR Excellence  
Center

如何让健康管理变得更有意义

Visiting us at  [www.hrecchina.org](http://www.hrecchina.org)





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# “乐活主义”健康行动介绍

# Drive employee awareness through colorful events/activities

Events	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
<b>Kick off</b>	Survey & Prize for name	Launch and introduction	Warm up video					Survey	
<b>Fitness club</b>			Register for club Group price for gym facility EAP lecture	Deliver exercise equipment to sites 1st waive weight track Lecture	2nd waive weight track Lecture	3rd waive weight track Lecture	final weight track	Final result and Prize for winner report out winner	Report out winner
<b>Badminton match</b>				Lauch and Register	Prepare for regional match	Regional Match SH&GZ	Regional Match WH & BJ	Final match in BJ	
<b>Children care</b>							3 lectures on breath-feeding 5 lectures on kid healthcare		
<b>Dental Care</b>								2 lectures on detal health protection 5 lectures on children detal health protection Free detal check for employee and free detal care for child in 5 cities	
<b>NonSmoking</b>				Lauch the regulation	Focus audit in office				Distribute notes to employee Prize for Weibo
<b>Medical Insurance</b>			Introduction on package Promotion of free hotline					Pilot for on-cellphone-healthcare	Pilot for on-cellphone-healthcare
<b>Physical exam</b>					Promotion & Introduction	Process	process	Process	
<b>Other cooperation</b>			Bird-flu protection	HR Open Day		Luli week	HR Open Day		

# 72% employee enjoy the program

- Improve the awareness of employee on company health management program from 83% to **95%** in 8 months
- **36%** employee, over **27000** people(times) participate one of the events(excl. insurance & check up) arranged during the year.

*If you like the events arranged by Lele? (by survey in Sep.)*

<b>Health Events</b>	<b>%</b>
Daily health tips (under toilet culture)	91%
National badminton competition	83%
Dental care activities	75%
Free equipment to employee for excise	72%
Fitness club	67%
Health seminar - Fitness	65%
Health seminar - Breath feeding and Children care	62%
Group price for gym	57%
<b>Average</b>	<b>72%</b>

# 健康管理需要 系统的设计与长期的维护

# 健康管理不同层面

Change  
behavior &  
Impact EE's  
life

引导和影响

- Events with topics to targeted employee
- Daily tracking
- Culture build-up and branding

Options &  
Choices  
选择和适用

- Flex
- Multi-choice

Daily Operation  
提供与维护

- Vender selection
- Package design
- Cost control

# 健康管理的需求长期计划



健康管理（福利）需要  
专业的包装与到位的沟通

# 执行落地比设计更重要

HayGroup

## 是什么区分了领先的企业和平庸的企业？

战略规划已经不再是区分领先企业和平庸企业的标准。

战略是否得到有效的实施，即**战略实施的有效性**是将领先企业区分开的重要标准。

- “战略本身并不能将卓越的公司与对照组的公司区分开来，伟大的公司与一般的公司都拥有战略，也没有证据显示伟大的公司比对照组的公司战略规划上花费更多的时间”。

—— 吉姆 柯伦斯 Jim Collins  
《从优秀到卓越》

- “**在那些制定了战略的公司里，被有效执行的还不到10%**”。世界最受推崇（赞赏）企业的秘诀在于，他们在正确战略的基础上，在实施方面做得更有效。

—— 合益集团与《财富》杂志的研究报告

# 福利项目实施的一般过程

## Activities

## Issues



宣传推广

- 准备宣传材料
- TTT
- 宣讲

- 宣传材料不吸引人
- 讲不明白
- Negative feedback



注册活动

- 报名
- 组织活动
- Award

- 围观不参与
- 虎头蛇尾
- 流程资源问题



跟踪汇总

- 统计收集数据
- 分析
- 汇报提高

- 无法收集数据
- 数据量不够
- 分析结果不如人意

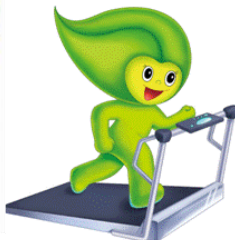
# 宣传推广是marketing 的过程



Slogan



Poster



Image



Video



Events

# 宣传推广是marketing 的过程

**6841**  
*responds*  
*received in*  
*one week*

"SE乐活主义"健康行动  
The Statement of "SE Healthy Lifestyle"

## 健康小精灵有奖征名

神奇的绿色精灵，成长在施耐德电气的大家庭里。它为施耐德电气注入乐活的精神，指尖轻舞，魔力绽放，快乐无处不在。

详见征名邮件，点击公司内网链接，选择你喜欢的名字(见下方)，在线提交，就有机会获得精美礼品！  
Please answer 2 questions, namely the opportunity to get a beautiful gifts!

2013年开始，施耐德电气中国将全面提升员工健康关怀为"SE乐活主义"！  
In 2013, Schneider Electric China Health Care Program will be upgraded as "SE Healthy Lifestyle"!

魔法名字  
小叶子 Xiao Yezi  
乐乐 LeLe  
康康 Kang Kang

乐享生活  
Enjoy a Healthy Life

Schneider Electric  
施耐德电气



# 利用所有可能的沟通渠道“洗脑”



**IC Newsletter**



**Weibo**



**Web site**



**54000**

**Exposure to employee within 8 months**



**Toilet culture**



**Townhall meeting**



**Poster**



**优质服务体验日 Open Day**

会场地点及参会方式

City 城市	Early 早场-中文演讲	Meeting Room 会议室	Webcast 网络直播	Chinese Audio 中文语音	English Audio 英文语音	Meeting Coordinator 会议协调
Beijing	Headquarters	Multifunction Room 2, 3, 302	V	V	V	Huang Eric, Zhang M, Schneider
	SBC (SRMLV)	Meeting Room 300A, 3F	V	V	V	Chen Gang, Schneider
	SRMLV	Meeting Room 300A, 3F	V	V	V	Lee Chao, Schneider
	SBEV	Show Room, 1F	V	V	V	Yu Amy, Chen, Schneider
Shanghai	Leader's Haven	Meeting Room	V	V	V	Heng, Gao, Schneider
	DCU	Meeting Room	V	V	V	Wang, Zhou, Schneider

# 注册活动组织是Sales的过程

宣传/炒作



激励/赞助



工具/场所



代言/role model

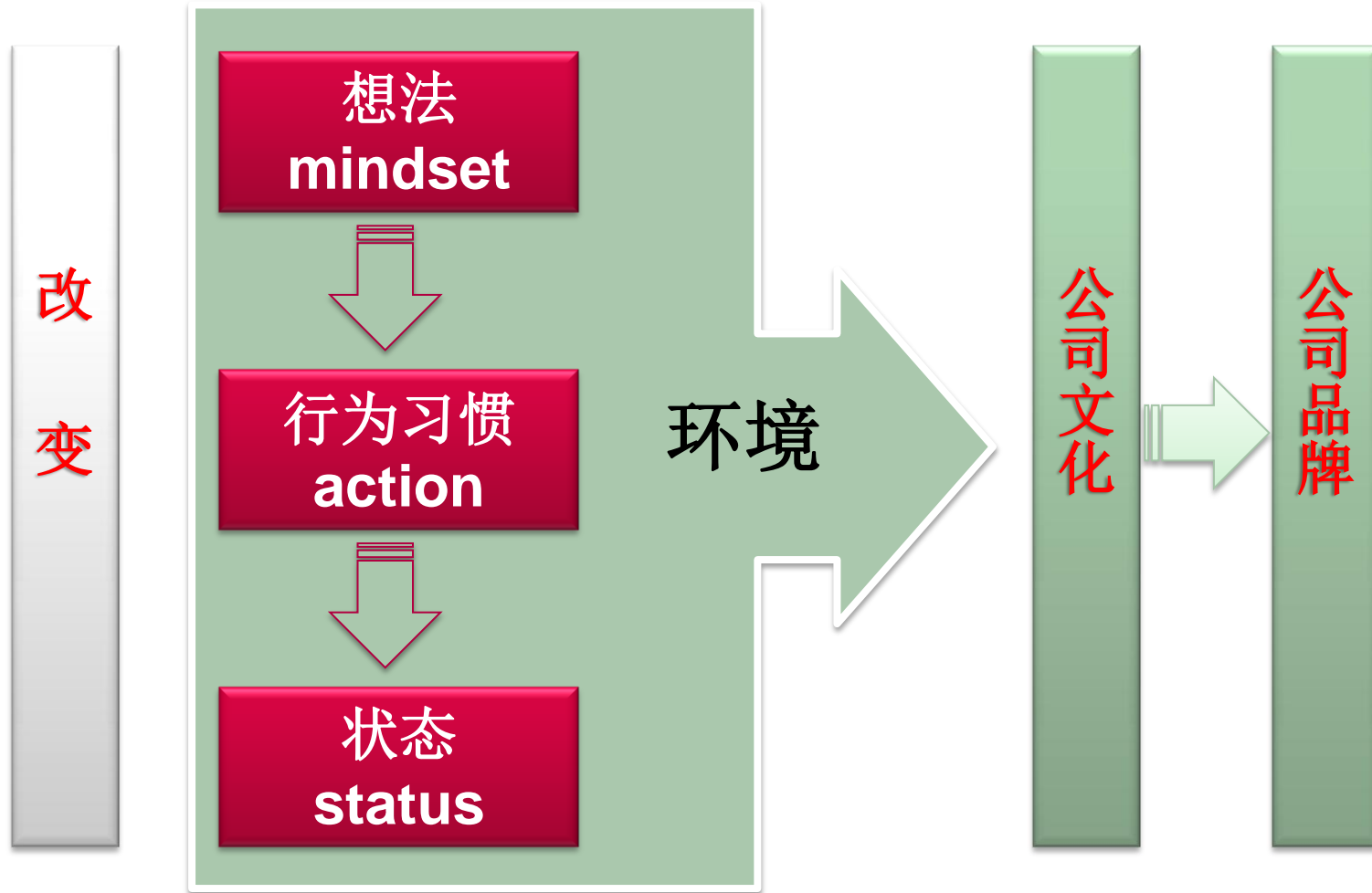


# 跟踪汇总是re-marketing 的过程



健康管理可以传达更多

# 健康管理的变革管理模式



# 运用健康管理的变革管理模式



Make the most of  
your energy™



[www.schneider-electric.com](http://www.schneider-electric.com)

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Electric