

Page 1 (Cover page)

Title: Busting Myths About Well-Being in the Workplace

[Includes image]

Image takes up entire top half of the page.

Image suggestion: Small group of people in an office (2-3 people). Similar vibe to the [Well-Being Guide 2021](#), but with a less COVID-19 looking image.

Page 2 300 words

H1 text: Well-Being Influencers

Copy: (refer to WB Influencers 1-pager on desktop)

P1 Intro comment about state of workforce today hybrid etc stats.

P2 lots of myths about well-being at work and what drives it

P3: Influencer factors: feeling good and living with purpose, need whole-person wb for it to happen. emotional physical work financial why these are important

P4: how wb program helps being these things to life utilization, participation, manager, leader enablement, Stats on these

P5: the goal of this guide and what our wb program can do for you

P6: 1–2-line transition

20 lines total

[Includes image]

Image takes up of top third of page

Image suggestion: Same image as page 2 of the [Well-Being Guide 2021](#)

Page 3 400 words

H1: Anatomy of a well-being programs for modern employees (top Quarter of page)

P1 (across top of paper spanning both columns): intro 2-3 sent

P2 (across top of paper spanning both columns) 3-4 sent

7-8 lines total max 100 words

H2 (left column): Understanding the Hybrid Workforce

P1 upper left

P2 middle left

P3 lower left(?)

12 lines max 200 words

H2 (right column): Addressing burnout

P1 upper left

P2 lower

5 lines max 100 words

Include stats on burn out in the middle of the two paragraphs on the right column (keep 72% stat form guide). Will look similar to page 5 of the [Well-Being Guide 2021](#), but stats will be in other column.

[No image included] Only stats 8 lines

Page 4 450 words

H2: Addressing mental health (top left column)

P1 (upper left column) 5 lines

P2 (top right) 3 lines

150 words

H2: Effective communication (upper right column)

P1 mgmt/leader – [last part](#) of this page (middle right column)

P2 utilization/participation (lower right column)

9 lines max 150 words

H1: Perpetuating workplace well-being myths (bottom quarter of page)

P1 how myths came about/what they mean how they define the workplace 3-4 sent

P2 taking action against them with wb program 2-3

7-8 lines 150 words

[Images included]

Image 1: Middle left column. Cartoon image showing a point in here 8 lines

Page 5 400 words

H1: Myth #1: Well-being is all about physical health (Top of page – left side)

P1: 2-3 lines (right side) 50 words

H2: Busting the myth

(image thumbnail size) Truth one 2-3 lines 50 words

(image thumbnail size) Truth two 2-3 lines 50 words

(image thumbnail size) Truth three 2-3 lines 50 words

(image thumbnail size) Truth four 2-3 lines 50 words

(image thumbnail size) Truth five 2-3 lines 50 words

H2 (bottom of page): The truth

Focus on whole-person well-being. Whole person well-being is defined as feeling good and living with purpose —and spans across work, emotional, physical, and financial dimensions. product description (from wb page or messaging) and Action items 1-2 6 lines 100 words

Lower left side small: did you know? Fact/stat about this myth

[Images included]

Image 1: main image pointing to facet myth or truth (ex: guy working out or related to whole person-balancing all 4 parts of wp-wb) find examples if necessary

Page 6 300 words

H1: **Myth #2: Everybody has the same opportunity for well-being** (Top of page – left side)

P1: 2-3 sent (left side) 50 words

H2: Busting the myth

(image thumbnail size) Truth one 2-4 lines 50 words

(image thumbnail size) Truth two 2-4 lines 50 words

H1 (bottom of page): The truth

Social determinants and identity have a big impact on physical and emotional well-being. Social determinants of health are circumstances in which people are born or live that are related to health outcomes. product description (from wb page or messaging) and Action items 1-2 .8 lines 150 words

Lower left side small: did you know? Fact/stat about this myth

[Images included]

Image 1: main image pointing to facet myth or truth (ex: city vs mountains)

Page 7 350 words

H1: **Myth #3: Well-being is up to me, and me alone** (Top of page – left side)

P1: 2-3 sent (left side) 50 words

H2: Busting the myth

(image thumbnail size) Truth one 2-3 lines 50 words

(image thumbnail size) Truth two 2-3 lines 50 words

(image thumbnail size) Truth three 2-3 lines 50 words

(image thumbnail size) Truth four 2-3 lines 50 words

H1 (bottom of page): The truth

Human beings need and are influenced by other human beings and organizational support is required Our well-being is an ongoing process influenced by what and who surrounds us, including our organizations. product description (from wb page or messaging) and Action items 6. lines 100 words

Lower left side small: did you know? Fact/stat about this myth

[Images included]

Image 1: main image pointing to facet myth or truth (ex: a bunch of different colored hands in a pile together for a cheer)

Page 8 250 words

H1 (top of page): **What you can do to support well-being in the workplace**

P1 (upper part of page) intro 2-3 sent

P2 (2-3 sent) Well-being influencers are factors that influence the dimensions and areas that comprise whole-person well-being. Influencers range from those under lower to higher control, which means (finish sentence). One more sentence.

P3 The employee experience is a powerful avenue for widespread whole-person well-being influence (finish sentence-why the audience should care)

CTA: We want to transform your work so every employee knows their employer cares. Learn more about [Limeade Well-Being](#) today.

15 line total

[Image included]

Same Limeade color palate bar and image as page 9 of the [Well-Being Guide 2021](#).

Page 9 Limeade boilerplate page