

THE HEALTHY BUSINESS HANDBOOK

A LEADERSHIP EBOOK TO HELP
SMALL BUSINESS OWNERS

PRESENTED BY



WHY HEALTH MATTERS TO YOUR BUSINESS

Why is health important to your business?



Revenue, profit, or growth focus on only one aspect of your business, but health is a more telling measuring stick. Health is the cumulative wellness of your business in the long run, ensuring:

- Your vision for the future
- Your growth and profits
- The health and engagement of your employees
- Your strategic systems and partnerships

We all know businesses with enormous growth numbers but unhealthy practices will eventually fail. We also know a healthy business with modest growth numbers will eventually succeed.

Real Benefits Group is in the business of building healthy businesses for the long term. We believe that small businesses are stronger and more agile through partnerships.

To all you small business owners with really big ideas, we care about your health. The health of your employees. The health of your bottom line. And we work to simplify everything as your long-term partner in business health.



This eBook covers the three pillars of a healthy business and offers key tips and strategies on how to make your business healthier, starting today.

THE THREE PILLARS OF A HEALTHY BUSINESS

Business health is a lot like physical health — you take it for granted until you get sick. Businesses see more profit, more success and more longevity when they proactively maintain the three pillars of a healthy business (before they get sick): Create a vision for where you're headed, develop reliable and efficient systems, and build a healthy and happy culture.



1 Healthy Vision

For pragmatic business owners, “vision” can sound a lot like “fantasy.” Something that is unrealistic, likely unattainable and therefore not worth spending focused time on. But a healthy business vision is realistic and attainable. The time you spend focusing on your vision will come back to you tenfold - in profit, growth and efficiency.



2 Healthy Systems

Most business owners take on more responsibility than they should — and work more than is healthy. Systems are the processes, tools and partnerships that make it possible to have balance, focus and time management.



3 Healthy Culture

A healthy culture is an investment that pays enormous dividends to the overall well-being of your company and directly improves your bottom line. A healthy culture encompasses employee satisfaction, productivity rates, company values, and the overall function of human resources.

Now let's look at each pillar and why it's an important part of your healthy business.



PILLAR ONE: HEALTHY VISION

What is healthy vision?

Imagine your business five years from today. What does the office look like? Who is working in the office? What kinds of new products and new customers do you have? What revenue and growth goals are you reaching? What kinds of obstacles are you facing? A business vision is not a mission statement, or an excel spreadsheet. It's a mix of practical and hopeful. From a business vision comes tangible goals and a plan for how to achieve them.

Why is a healthy vision important?

When we're clear on where we want to go, we are more able to cut through the noise and the day-to-day of our work and make strategic impactful decisions. We can invest in solutions and partners proactively, instead of reacting to unforeseen obstacles. And, we can rally our team behind us — ensuring everyone is focused on the same goals.



Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion.

— Jack Welch, Former CEO, General Electric

How do I create a healthy vision?

Businesses with a healthy vision generally:

- Can easily explain their vision for the future
- Have a five-year plan for business growth
- Are focused and strategic, not reactive
- Are familiar with industry benchmarks and know how their business aligns
- Invest in talent, resources and solutions that support the long-term business vision

Q: What is the difference between a business vision and a mission statement?

A: *To us, a mission statement answers "why we do this" and "what we're doing." A business vision says "this is where we are headed."*

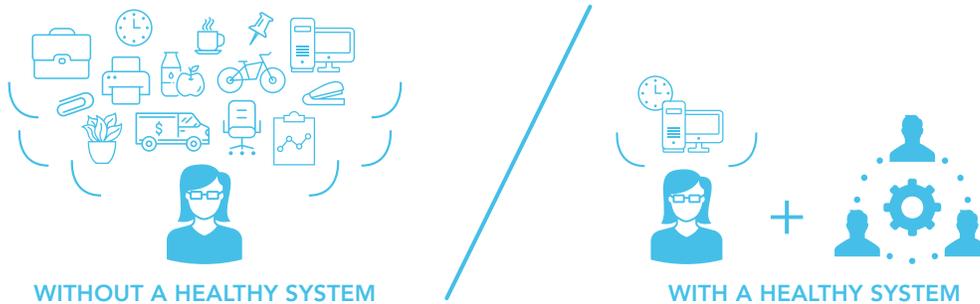
Your business vision can be as formal or informal as you want. Write it on a napkin or paint it on the wall of your office. Review it regularly and change it as your business grows. What's most important is that you can clearly share your vision with your employees and partners, so your entire organization stays on track.

2

PILLAR TWO: HEALTHY SYSTEMS

What are healthy systems?

If you think of your business as a house that you've built, your systems are the structural parts — like gutters and heating pipes. But they're also the key partnerships you've made — like with the electric company and with your landscaper. As a business owner, systems are the processes, tools and partnerships that efficiently run the day-to-day details of your business so you can focus on more important things (or maybe take a vacation once every decade?).



Why are healthy systems important?

Small business owners are the everyday heroes of our business world. It's tough out there, being a small business owner. We get it — there is something intrinsically rewarding about building and growing something of your own. But there's a difference between building your own business, and having to do it all by yourself. Smart business owners identify key partnerships fast, and outsource faster.



Change is inevitable. Either you control the change or you're changed by disruption. — Bob Kohnle, CEO, Real Benefits Group

How do I create healthy systems?

Businesses with healthy systems generally:

- Partner with experts in HR, compliance, payroll and business administration
- Outsource anything that requires technical knowledge
- Have low compliance risk and updated HR processes
- Focus on efficiency and productivity when evaluating systems
- Have the infrastructure to manage change and pivot as needed



PILLAR THREE: HEALTHY CULTURE

What is healthy culture?

From the outside, a healthy company culture can seem like a work of art — smiling employees showing up excited to work and an office that hums with productivity and collaboration. But when you closely evaluate a healthy culture, you find a few key elements: clearly articulated company values, employees that feel appreciated and challenged, and an HR department that serves as the defender and champion of the culture.

Why is a healthy culture important?

According to Gallup, 70% of employees are disengaged at work, costing American businesses over \$550 billion annually. How are these costs realized? Low productivity, high rates of absenteeism, negative customer experience, and low morale and retention. So why isn't every business investing in a healthy culture? Because it is expensive. But it's an unavoidable expense — you either pay for it proactively and reap the rewards or you pay for it retroactively through the consequences of an unhealthy culture.



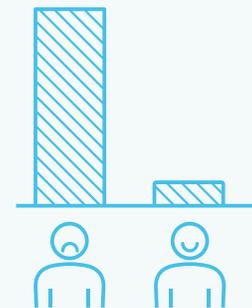
To win in the marketplace, you must first win in the workplace.

— Doug Conant, Former CEO, Campbell Soup

How do I create a healthy culture?

Businesses with healthy cultures generally:

- Care deeply about their employees on an individual level
- Offer premium benefits and employee perks
- Spend time addressing issues like financial stress, physical wellness, exercise and work / life balance
- Have a specific role focused solely on employee wellness and company culture
- Invest in quality compliance and HR services to oversee the employee handbook, onboarding, payroll, OSHA regulations and offboarding



Employees that report being happy at work take **10x fewer sick days** than unhappy employees



THE HEALTHY BUSINESS CHECKLIST

Ready to see how your business stacks up? The Healthy Business Checklist will help you cover the foundational elements of a healthy business and highlight areas of concern.

Healthy Vision

- I can articulate my vision and my key value
- I have a five-year plan for business growth
- I have the focus and alignment to be strategic, not reactive
- I know, and align to, industry benchmarks
- I invest in solutions to support my long-term business vision

Healthy Systems

- I have partners that offer expertise in small businesses and my specific industry
- My business is legally compliant and has updated HR processes
- My business doesn't rely on me, the owner, working unmanageable hours
- My business has efficiency and productivity systems in place
- I can confidently manage change and scale as demand grows

Healthy Culture

- I understand and appreciate the importance of human capital
- My employees can clearly articulate the values of the company culture
- I invest in my employees and employee development
- My business has high retention rates and market-appealing benefits
- My business regularly updates the employee handbook, onboarding and offboarding processes



Is your Business Healthy?

Take the [Healthy Business Quiz](#) and find out!

Real Benefits Group is your partner in long-term business health. We offer a unique 360° HR solution that will transform your HR processes, payroll, health benefits and compliance risk.

Interested in learning more?

Give us a call at 855.907.3417 or email us at join@realbenefitsgroup.com