

Guide

6 steps to getting the most from your Workplace Champions Network

A step-by-step guide for HR Leaders



Strategy series

Workplace champions (or ambassadors) act as trusted peers who bring your wellbeing strategy to life.

Champions are more than program promoters — they are culture carriers. They bridge the gap between HR strategy and lived employee experience. When done well, they create momentum, visibility, and sustained engagement.

- **Champions drive higher enrollment and engagement**
Peer advocacy consistently outperforms HR-only communication. By humanizing your wellbeing initiatives, Champions turn “programs” into cultural norms, fuelling higher enrollment and deeper engagement.
- **Champions Extend Reach Without Increasing HR Workload**
HR teams can’t localize messaging for every site, role, or culture... champions can.
- **Champions Build Trust and Culture, Not Just Participation**
Employees are more likely to engage when wellbeing is modelled by peers they trust.

“People don’t engage because a program exists – they will when someone they trust says it’s worth their time.”

Kami Slaughter
Health & Wellbeing Program Manager at
Personify Health



01

Recruit for passion, not titles

What to do

Launch an open call for champions rather than appointing them by role. Invite employees who care about wellbeing and influence peers informally.

Why it works

Clients who moved from “voluntold” champions to opt-in recruitment saw stronger advocacy and sustained participation.

Proof Points

A global client shifted to an open application model and exceeded their enrolment target after activating genuinely motivated champions across regions. This client saw enrolment increase by 14% in segments with a Wellbeing Champion compared to those without.



“Champions don’t need to be extroverts or fitness experts. The best champions are those who are naturally supportive, curious, and connected within their teams. Influence isn’t about hierarchy – it’s about who people listen to.”

Kami Slaughter

Health & Wellbeing Program Manager at Personify Health

02

Define the role clearly

What to do

Set simple expectations: champions promote programs locally, share feedback, and model participation (not manage everything.)

Use a simple “What this role is/ What this role is not” visual to prevent misinterpretation. This reduces the risk of champions feeling responsibly for outcomes they don’t control.

Why it works

Clear scope prevents burnout and improves consistency across locations.



“Clarity protects champions from burnout and protects HR for inconsistency.”

Kami Slaughter

Health & Wellbeing Program Manager at Personify Health

03

Equip champions with ready-to-use tools

What to do

Provide champions with pre-built communications, translated assets, and simple campaign packages they can “just hit forward.”

Why it works

Lower effort = higher activation, especially in global or multi-site organizations.

How it works for our clients

For one client, champions that were given localized communications kits and felt empowered to decide how to deploy them, every location with a champion-led push saw engagement increase.



“If it takes more than two minutes, it won’t scale. Give champions tools they can use instantly.”

Kami Slaughter

Health & Wellbeing Program Manager at Personify Health

04

Start small with champion-led pilots

What to do

Pilot challenges, campaigns, or testimonials with champions first before rolling out broadly.

Why it works

Champions act as a test group, build confidence, and create early wins. This focus group has committed to give thoughtful feedback with great intentions.



“Pilot with your champions first. If it works for them, it will work for everyone else.”

Kami Slaughter

Health & Wellbeing Program Manager at Personify Health

05

Keep champions connected and recognized

What to do

Host regular (monthly or quarterly) champion touchpoints and visibly recognize their contributions and build the community.

Why it works

Recognition sustains engagement and reinforces the importance of the role.

Communication keeps their buy in and gives them a chance to feel like they have the inside scoop on what's coming up.



“Champions stay engaged when they feel seen, supported, and part of something bigger.”

Kami Slaughter

Health & Wellbeing Program Manager at Personify Health

06

Measure impact and refine

What to do

Track engagement or enrollment changes in champion-supported locations and use insights to adjust strategy.

Why it works

Data validates the impact of grassroots advocacy and informs where to invest next.

How it works for our clients

A multi-region client achieved sustained enrolment and engagement growth after identifying key locations with active champions and focusing efforts there. If your results don't replicate this you will know to re-invest your energy elsewhere.



“Data tells you what happened. Champions tell you why it happened.”

Kami Slaughter

Health & Wellbeing Program Manager at Personify Health

What Success Looks Like

- ❑ Champions actively promote wellbeing in their teams
- ❑ Local engagement improves without increasing central comms volume
- ❑ Employees hear about wellbeing from peers they trust
- ❑ HR gains real-time feedback from the workforce
- ❑ Communication is simple, frequent, and human
- ❑ Wins are celebrated publicly

If you'd like more strategic advice on implementing or improving your wellbeing champion strategy, please speak with your dedicated account team.

