

# GenWell for Business

## Building Human Connection in the Workplace

### The Big Picture

"The most connected society in human history is now the most disconnected ever."

Research clearly demonstrates that social isolation, disconnection, and loneliness are associated with a greater incidence of major psychological, cognitive, and physical morbidities, and lower perceived quality of life. Belonging and social connection is one of the primary social determinants of health.

And yet, while we have invested millions educating Canadians on the importance of eating well, exercise, and more recently, mental health, the same is not true for the importance of social connection and social health as a positive, proactive, and inclusive way to sustain or improve their mental and physical health.

### Why This Matters for Businesses

In an increasingly frantic, fragmented, and digitally-driven society, exacerbated by the challenges of adjusting to post-pandemic hybrid and remote work, building cultures of human connection is more critical for businesses than ever before.

Multiple global studies have shown that loneliness and social isolation have significant impacts on employee health, caring, productivity, and voluntary staff turnover.

Stronger human connections can increase employee engagement and satisfaction, foster community, and improve productivity. They can also improve mental and physical health, lower healthcare, disability, and HR costs, and reduce both absenteeism and presenteeism.

Strengthening connections in and to the workplace can also enhance corporate reputation, attract and retain talent, and contribute meaningfully to your corporate ESG goals.

### The Cost of Inaction

#### For Your People

Lack of human connections can be as harmful to people's well-being as suffering from disease, stress, or poverty.

**+29%**  
risk of  
**Heart Attack**



**+32%**  
risk of  
**Stroke**



**+50%**  
risk of  
**Dementia**



**2x**  
risk of  
**Type 2 Diabetes**



Up to **17x**  
risk of  
**Suicide**



Up to **50%**  
risk of  
**Early Death**



#### To Your Business

Canadian businesses lose an estimated \$40B annually due to the impact of disconnection and loneliness in the workplace.



**75%**

of employees  
are disengaged  
at work.



Disengaged employees produce:



**22% lower  
productivity**



**41% increased  
turnover**



**21% lower  
profitability**



**60% more errors  
than engaged  
workers**

Sources: XXX, XXX

Let's get connected.

Pete Bombaci | Executive Director

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### Who We Are

Founded in 2016, GenWell is a Canadian not-for-profit whose mission is to educate, empower, and catalyze people in Canada about the importance of face-to-face social connection to improve their health, the health of others, and the well-being of society.

We are recognized leaders and have built an unparalleled network of scientific and academic advisors, volunteers, advocates, and sister organizations globally on this issue.

Our Founder, Pete Bombaci, is a sought-after speaker at conferences and events and has appeared on the CBC, TVO, and iHeartRadio. He understands the complexities of building global movements, having previously led Movember Canada through its explosive growth period from 2010 – 2015, raising over \$142 million and changing the face of men’s health.



### How We Support Workplaces

Since 2017, we have partnered with businesses, nonprofits, government offices, agencies and community organizations across Canada to educate and empower their workforces and raise the collective consciousness around the many benefits of a more connected workplace and workforce.

Through structured programs and activities that can be scaled to suit your needs and workforce, we take a positive, proactive approach to building healthier connection habits among employees and a stronger, more inclusive culture.

Practical, fun, and evidence-based, our programs drive greater engagement, trust, loyalty, collaboration, and retention for your business, while reducing stress, fostering a greater sense of belonging, and producing better health and happiness for your employees.

“Pete’s message is powerful and important. He approaches the topic in a simple and easy to understand way that helps the audience truly understand the science behind human connection, and how each of us can support ourselves and those around us.”

– Sue Mercer  
Principal Solutions Provider  
Step In Marketing & Event Solutions

“Incredible would be an understatement. I have never seen a presenter energize, captivate, and inspire an audience like Pete. For anyone wanting to understand social health and why human connection is vital to our happiness, he inspires change and will give your audience a roadmap to make it happen.”

– Jessica Fowler  
Managing Director  
The Kind Group

“We hired Pete to lead a session for our management team. Pete did his research, asked questions, and personalized his material and delivery to match our ethos and goals. I would highly recommend Pete to any organization looking to strengthen their culture and connection.”

– Keith Taylor  
Training Development Specialist  
MTA Solutions



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### Our Workplace Offerings

#### 1 Starter Program: The Power of Human Connection Workshop

- 2 hour tailored presentation + workshop
- Customizable for leadership teams, select departments/offices, or your full workforce
- Designed to educate your team about the importance of social connection to their own well-being, their colleagues' well-being, and benefits in their daily work
- Provides hands-on exercises to teach & practice healthy connection habits
- Includes our workplace toolkit, a collection of resources & shareable assets to reinforce and sustain desired habits & behaviours, and your commitment to employee well-being

#### 2 Preferred Program

- A comprehensive, curated program, typically delivered in 5 sessions over 3-4 months
- Includes our Human Connection Workshop, a pre- and post-survey, workplace toolkit, and 3 additional structured activities designed to teach and develop specific healthy connection habits

##### Connect 4

Structured as a 1-on-1 activity, Connect 4 is designed to build confidence and curiosity in making new connections, expanding personal and professional networks, and increasing workplace cohesiveness and engagement.

##### The Practice of Connection

Typically delivered in small group or team settings, this session strengthens bonds by connecting the power of gratitude and active listening to job performance, healthy relationships, trust, empathy and compassion, and social well-being.

##### Community Connections

In teams or as an entire workplace, employees participate together in an organized community-building activity with exercises designed to build positive shared experiences and greater understanding and empathy for others both in and outside the workplace.

#### 3 Bespoke Solution

- Ability to co-design a custom program that best serves your business and people
- Typically best suited for workplaces that:
  - Want to dig deeper on this issue
  - Seek to maximize integration with other employee training & engagement initiatives
  - Rely on strong personal relationships for their business success

### Conference keynotes and more

We also deliver inspiring keynotes and interactive workshops at conferences, trade shows, offsites, and other events. Clients often integrate us into customer or supplier engagement opportunities as a means of reinforcing the value of connection in these relationships and building stronger connection habits. We're also happy to integrate with other HR or culture-related programming and your calendar of planned employee engagement activities.

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