

Workplace Needs Assessment:

ANTEDOTUM

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The company motto on ANTEDOTUM, displayed prominently on its website, is “happiness through healing”. It is the goal of my Workplace Wellness program to incorporate this motto, which is communicated to the consumer, into the workplace culture of ANTEDOTUM. Thereby, the creators of wellness products will themselves be practicing wellness.

Target Population

The target population of my Needs Assessment is the employees of ANTEDOTUM, a startup skincare company based out of Aspen, Colorado. ANTEDOTUM is a luxury, CBD based skincare line. Its products are organic, vegan, sustainably sourced, and made in the USA. All employees work remotely and are spread out across the country.

Audience Analysis

ANTEDOTUM has 10 employees at the time of this writing. The complete list with name, title, demographic, and location is as follows:

- 1) Christopher Marconi- Co-Founder/Chairman- male, white, American (CO)
- 2) Karina Marconi- Co-Founder/CEO- female, Hispanic, American (CO)
- 3) Mila Mendez- COO- female, white, Ukrainian (Croatia)
- 4) Chad Stickworth- CFO- male, white, American (NC)
- 5) Shawn Demehri, MD, PhD- Chief Medical Advisor- male, Middle Eastern, American (MA)
- 6) Hector Sanchez- VP, National Sales- male, Hispanic, American (WV)
- 7) David Garcia- Director of Business Development- male, Hispanic, American (CO)

- 8) Rebecca Mobley- Accountant- female, white, American (CO)
- 9) Eden Grimaldi- Director of Media & PR- female, white, American (NY)
- 10) Sally Starkey- Director of Social Media- female, white, American (IL)

ANTEDOTUM is MBE certified, a credential for a Minority Business Enterprise, given the Puerto-Rican/Cuban heritage of the female co-founder. Diversity is a priority for ANTEDOTUM. Half of its employees are women, four are minorities, and they are based out of 6 US states and Croatia.

Health Issue

Stress has been identified as the leading health concern for the employees of as a collective. All the executives of ANTEDOTUM work remotely. While that has its advantages, such as no commuting time, scheduling flexibility, and a relaxed dress code, it also comes with a downside. Research indicates that being “always on” and accessible through technology while working remotely leads to the blurring of work and non-work boundaries. (Russell, 2019) In fact, the United Nations reported that 41% of remote workers reported high stress levels, compared to just 25% of office workers. (Eurofound, 2017)

Stress related risk factors in the work environment are defined by the World Health Organization (WHO) as work content and work context. From interviews with employees at ANTEDOTUM it has been determined that the risk factors specific to their work culture include the lack of definition of their work hours (work content) due to the 24/7 blurring of accessibility

from working remotely and lack of work-life balance (work content) from conflicting demands of work and home. (WHO, 2020)

Why is Stress a Concern?

According to WHO, stress can damage an employee's health and the work performance. (WHO, 2020) An average of one week is lost per employee due to illness related to stress (Brun, 2006). Therefore, ANTEDOTUM will benefit from reducing the level of stress in the workplace.

SWOT Analysis

The following is my analysis of ANTEDOTUM's workplace strengths, weaknesses, opportunities, and threats.

STRENGTHS	OPPORTUNITIES
Remote Innovative Adaptive Diverse	Defined work hours Work-Life Balance
WEAKNESSES	THREATS
Remote Little structure No boundaries Startup/Still defining	Stress Burnout Illness Productivity

Data to Be Collected

The plan is to conduct a survey of all 10 employees prior to creating a customized wellness plan, interviews of both Karina Marconi (Co-Founder/CEO) and Hector Sanchez (VP) during the planning stages, and a follow-up survey of all 10 employees once they have all been

introduced to the wellness program. Sources will include the World Health Organization (WHO), the Center for Diseases (CDC), and the United Nations Report from Eurofound and the International Labour Office. (2017). The focus will be on research which demonstrates the effects that stress has on the remote work environment.

Level of Influence to be Measured

It is key to get the buy in of the senior leadership in order to establish a culture of wellness as the company grows. The co-founders and their executives are key to initiating the culture of wellbeing. The American Psychological Foundation underscores the link between workplace wellbeing and senior leadership support. 73% of employees with senior management who display role modeling of wellness initiatives reported that their organization encourages a healthy lifestyle. (APA, 2017) The goal of the wellness program would be to prioritize health and wellness into management values thereby influencing corporate culture. (Brun, 2006).

Therefore, I will be measuring individual and organizational levels of influence. The individuals I will focus on will be the company co-founders, Karina and Christopher Marconi, and the Vice President of Sales, Hector Sanchez. I will also be examining how the organization and communication is structures.

Return on the Investment

My findings will be presented in a manner within which the senior management of ANTEDOTUM will see the Return on the Investment (ROI) that a successful wellness initiative will provide the company. The company will benefit with the following outcomes:

- 1) Increase in happiness at work.

- 2) Decrease of sick days.
- 3) Decrease in insurance cost.

References

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