

Katrina Walton

Speakers Kit 2018-2019

wellness
DESIGNS

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Who is Katrina Walton?

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“Katrina has built a reputation as a pioneer of Workplace Wellness in Australia



Katrina has over 22 years experience in the delivery of multi award-winning wellness and human capital solutions for medium to large workplaces across the globe. Katrina’s clients benefit from her experience delivering leading-edge solutions across a diverse range of industries including:

- > *health and aged care*
- > *retail*
- > *transport and logistics*
- > *telecommunications*
- > *utilities*
- > *universities*
- > *government agencies.*

Katrina holds a Bachelor of Applied Science – Human Movement Studies (Hons1), Masters of Public Health (Hons1), Graduate Certificate in Occupational Health and Safety and Certificate IV in Training and Assessment.

Katrina is a sought-after speaker and trainer having presented throughout Australia, Europe and the United Kingdom. This includes as an Adjunct Lecturer with the Centre for Environment and Population Health and Griffith University.

Katrina's wellness journey...

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Early in her career, Katrina worked at the 'downstream' end of the health spectrum in cardiac rehabilitation, where she provided exercise and education for people suffering from cardiovascular disease.

This included studying cardiac rehabilitation practices at the University of Pellenberg in Belgium, which is also where she fell in love with travel. As rewarding as the field of cardiac rehabilitation was, Katrina felt that she could contribute more by focusing on the prevention of chronic disease and illness, which meant moving 'upstream'. The workplace seemed the perfect setting to implement such strategies, given that the average person spends a third of their life at work.

For five years Katrina then joined an international team of wellness experts in sunny Manchester in the United Kingdom. Led by international cardiovascular medicine expert Dr Dorian Dugmore, she pioneered the establishment of a state-of-the-art adidas Wellness Centre and award-winning Wellness Program for adidas employees, elite athletes and executive groups. This launched a successful 22 year career in which Katrina is now recognised as a wellness industry expert and thought leader.

In 2008, Katrina launched her boutique workplace wellness consultancy company, Wellness Designs. This was in recognition of the need for tailored, integrated and sustainable wellness solutions for business.

Wellness Designs supports Australian workplaces to create healthy, safe, engaged and high performing employees. It specialises in strategic consultancy, speaking and training services for workplaces, government agencies and industry groups.

Wellness Designs has developed into a premier consultancy service, positioned at the forefront of the wellness industry in Australia.

Katrina strives to ensure that Wellness Designs is socially responsible, environmentally conscious and community focused. Her business proudly supports a number of humanitarian organisations of which a percentage of proceeds are donated.

In her spare time you'll find Katrina relaxing in a yoga pose, enjoying a nice glass of Barossa Shiraz or planning her next travel adventure with her family.

An award winning track record

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“Katrina is passionate about spreading the wellness message

After 22 years as a wellness practitioner across a range of industries, Katrina has ‘been there and done that’. This includes the delivery of large-scale national in-house wellness programs. She knows what works and doesn’t work on the ground.

This experience is reflected in Katrina’s track record in leading and managing **multi-award winning programs** for the likes of Ramsay Health Care and Queensland Rail.

Just some of her recent national and international accolades include: two time winner and finalist of the AHRI Award for Best Health and Wellbeing Strategy (2012/ 2009 and 2011 respectively) and three-time winner of the Australian HR Award for Best Health and Wellbeing Strategy (2006/ 2007/ 2009).

Her work has been featured in many Australian newspapers and magazines including:

The Sydney Morning Herald

THE AUSTRALIAN

Courier & Mail

hrdaily

HRM

Finally, Katrina is passionate about spreading the wellness message, whether it is through consulting, publishing, speaking, training or tweeting! She distills the best research and ‘on the ground’ insights to provide delegates with practical takeaways, drawn together from hard lessons learned through her own trial and error. Katrina has presented her actionable health and wellness talks in Australia, New Zealand, UK and Europe.



Why engage Katrina?

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5 GREAT REASONS TO ENGAGE KATRINA AS YOUR PRESENTER FOR YOUR NEXT EVENT

1. *Katrina leaves her audience inspired, motivated and ready to take action.*
2. *Rather than a one-size-fits-all approach, Katrina customises her presentations to suit the target audience. She is equally comfortable presenting to the c-suite as she is to small business owners.*
3. *Katrina is easy to work with. She is totally committed to ensuring your event is as successful as it can be.*
4. *Katrina has enormous credibility. Her leading edge work has been highly awarded both nationally and internationally.*
5. *Katrina has been there, done that. With her wealth of experience, the information she presents is always real, relevant and practical.*



KATRINA'S SESSIONS ARE IDEAL FOR:

- > *business owners*
- > *business associations*
- > *human resources and health and safety professionals*
- > *senior leadership groups*

Speaking

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“ *Experienced speaker.
Audience engagement.
Actionable content.* ”

Katrina is highly regarded within the industry for delivering powerful presentations. She is especially known for her riveting style, which she uses to connect with the audience in order to provide easy-to-understand information that can be actioned immediately.

Invest in a Thought Leader

Katrina Walton can provide:

- > *keynote addresses*
- > *conference presentations*
- > *boardroom presentations*
- > *webinars*

Popular wellness topics

The following topics are Katrina's most popular keynote themes, however all presentations can be customised to the target audience. If you have a specific event theme or a topic you would like covered, Katrina is also happy to work with you to develop concepts that will resonate with your target audience.



“ *Katrina’s keynote presentation to our hospital CEO’s left us in no doubt – we need to invest in the wellness of our people...* ”

RICHARD LIZZIO, QLD/ NT STATE MANAGER, HEALTHSCOPE

HEALTHY, WEALTHY AND WISE: THE BUSINESS CASE FOR INVESTING IN WORKPLACE WELLNESS

While some senior management perceive workplace wellness as a ‘nice to have’ or ‘bit of fluff’, national and international research suggests a \$3-\$5 return for every dollar invested. Investing in the health and wellness of employees can support your organisation to:

- > *attract, engage and retain quality staff*
- > *manage an ageing workforce*
- > *create a safe, healthy and high performing workforce*

Designed for CEO Groups and senior leaders, this session will outline why organisations can’t afford NOT to invest in the health and wellness of their greatest asset – their people.

WHY ONE SIZE DOESN'T FIT ALL: ADOPTING A LIFESTAGE APPROACH TO WORKPLACE WELLNESS

With an ageing population, we are seeing the emergence of a growing ‘sandwich layer’ within organisations. This includes those employees that are:

- > *responsible for their own children and for increasingly dependent parents*
- > *reaching mid-life and have become grandparents and potentially having responsibility across three generations*

Often this sandwich generation is neglecting their own health and wellness through juggling multiple roles which are:

- > *physically demanding*
- > *emotionally draining*
- > *socially isolating; and with high levels of stress*

This session will outline how investing in the health and wellness of employees across all life-stages, not just those ‘jammed in the sandwich’, will benefit not only the organisations which employ them, but their families and the broader community.

Speaking

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BEYOND THE FLUFF: HOW TO CREATE A WELLNESS STRATEGY THAT IMPACTS YOUR BOTTOM LINE

Many organisations offer one-off health checks, ad hoc chair massages, occasional yoga classes and so on. While the intentions are good, the organisation probably won't see any real or lasting impact to their bottom line.

During this presentation, Katrina will outline the need to think strategically about health and wellness in the workplace so that it can be integrated into the very DNA of an organisation. This will ensure the best possible:

- > *financial outcomes for the organisation's bottom line*
- > *wellness outcomes for employees*
- > *program that will stand the test*

This presentation is ideal for Human Resources, Occupational Health and Safety and/ or Wellness practitioners in the organisation who are in the process of planning or revamping their wellness strategy.

It will outline the proven 6 step Wellness Blueprint™ for ensuring that your wellness strategy hits the mark.



SMALL BUSINESS, BIG RESULTS: COST-EFFECTIVE WELLNESS SOLUTIONS FOR SMALL BUSINESS

This presentation will demonstrate how small business managers and owners can reap the enormous benefits of a wellness strategy without a 'big end of town' budget.

Katrina will outline:

- > the advantages of implementing a wellness program in a small business setting
- > the key principles for wellness strategy success in small business
- > cost effective strategies to kick start and sustain wellness efforts

Small business is largely overlooked when it comes to corporate wellness. Given that small business comprises over 96% of all businesses in Australia, that is a lot of people who don't have access to, and subsequent benefit from such programs. Not anymore...



6 COMMON WORKPLACE WELLNESS MISTAKES AND HOW TO AVOID THEM

If you're like most employers these days, you're struggling with one or more of the following - an ageing workforce, high absenteeism, low staff morale and engagement, attraction and retention issues, or high workers compensation costs.... to name a few. You've probably tried a few workplace wellness programs to solve these problems too. Maybe you've tried lunchtime yoga classes, standing desks, corporate massage, free flu shots, stress management seminars, and more. But all they did was put a bandaid over the problem with hardly any measurable improvement.

It is definitely possible to get results from workplace wellness and achieve your business goals. In fact, research shows that financial performance increases more than 2.5x when health and wellness is encouraged. The problem is that most companies are approaching wellness the wrong way.

This session will outline:

- The 6 common mistakes that organisations make when it comes to workplace wellness
- The proven 6-step Wellness Blueprint framework for developing a strategy that works

Workshops

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Katrina Walton is a Thought Leader in the wellness industry. Her customised workshops: educate, inspire, excite and reward.

With her wealth of experience, Katrina has an exceptional understanding of the day-to-day challenges 'on the ground' in implementing and sustaining a results-oriented wellness strategy. This ensures her workshops are the perfect blend of theory and practice.

Workshop lengths range from 1 hour to full day workshops subject to client needs. They include:

- > *pre-workshop briefing*
- > *materials and resources*
- > *workshop evaluation report*
- > *optional follow up consultancy services*

Popular wellness topics

As with our speaking topics, all workshops can be customised to the target audience or bespoke solutions developed in cooperation with the client.

THE WELLNESS EDGE: 6 STEPS FOR CREATING A HEALTHY AND THRIVING WORKPLACE

We get it. Creating an effective workplace health and wellness strategy isn't necessarily easy. Plus, real results take time. Most organisations don't know where to start or even worse, adopt a scattergun or 'tick the box' approach. A more strategic approach is needed.

Global research shows that organisations that do invest in the health and wellness of their employees are:

- > *3.5 times more likely to encourage creativity and innovation*
- > *8 times more likely to have engaged employees*
- > *2.5 times more likely to have higher organisational performance*

Drawing on Katrina's 22 years' experience this session will outline:

- > how investing in employee wellness will give organisations a critical and leading edge for business success
- > the six step framework for creating a best-practice and sustainable health and wellness strategy.

AWAKENING THE WELLNESS WARRIOR: HOW TO CAPTURE SENIOR MANAGEMENT SUPPORT TO DRIVE YOUR WELLNESS EFFORTS

Support by senior leadership is the 'make or break' for initiating and sustaining a successful workplace wellness program. In fact, support by leaders contributes more to a program's success than the content itself. Indeed, it has been Katrina's experience that when the CEO gets behind wellness initiatives, things really start to happen!

While Australian business leaders are increasingly recognising that 'well employees = well organisations', the concept may still need to be 'sold' to senior leadership.

This workshop will provide practical and innovative strategies for gaining senior management support, ultimately awakening the 'Wellness Warrior' within.

Participants will walk away with an understanding of:

- > the key strategic objectives for investing in employee wellness
- > how to demonstrate the burning platform for investment
- > how to leverage leaders as change agents to build a wellness culture

WELLNESS ON A BUDGET: HOW TO CREATE PROGRAMS THAT BOTH YOUR EMPLOYEES AND FINANCE MANAGER WILL LOVE!

Regardless of budget, cost-effective wellness delivery is critical to business success and sustainability.

While it would be wonderful to have an endless bucket of money to spend on a workplace wellness program (which gets increased each year based on success); in reality, the wellness budget is dependent on a number of factors that can fluctuate widely over time.

This session will outline

- > why investment in employee health and wellness is critical for a thriving workplace
- > how to create a strategy which gets results
- > our top 10 tips for stretching your wellness dollar further

SIMPLY IRRESISTIBLE: THE 10 SECRETS FOR ENGAGING EMPLOYEES IN YOUR WELLNESS STRATEGY

To derive the benefits from wellness programs, staff must embrace and participate in them.

Consider these questions:

- > *are your programs poorly attended?*
- > *are the same 'healthy' employees turning up each time?*
- > *is there an element of cynicism or indifference toward the programs?*
- > *have you lost touch with what your employees really want?*

If the answer to any of these questions is 'yes', then this workshop is a must.

Katrina will outline practical strategies for engaging senior management, key stakeholders and employees in your wellness efforts. She will also demonstrate how to make your strategy a success, or, in the words of 1980's music icon Robert Palmer, how to make it 'simply irresistible'.

CREATING A RIPPLE EFFECT: HOW TO NURTURE A WELLNESS CULTURE IN YOUR BUSINESS

As the saying goes 'Culture eats strategy for breakfast'. Employee wellness is certainly no different.

Fostering and nurturing a wellness culture is the key to not only employees adopting and maintaining healthy behaviours, but reaping the maximum benefit from your organisation's wellness efforts.

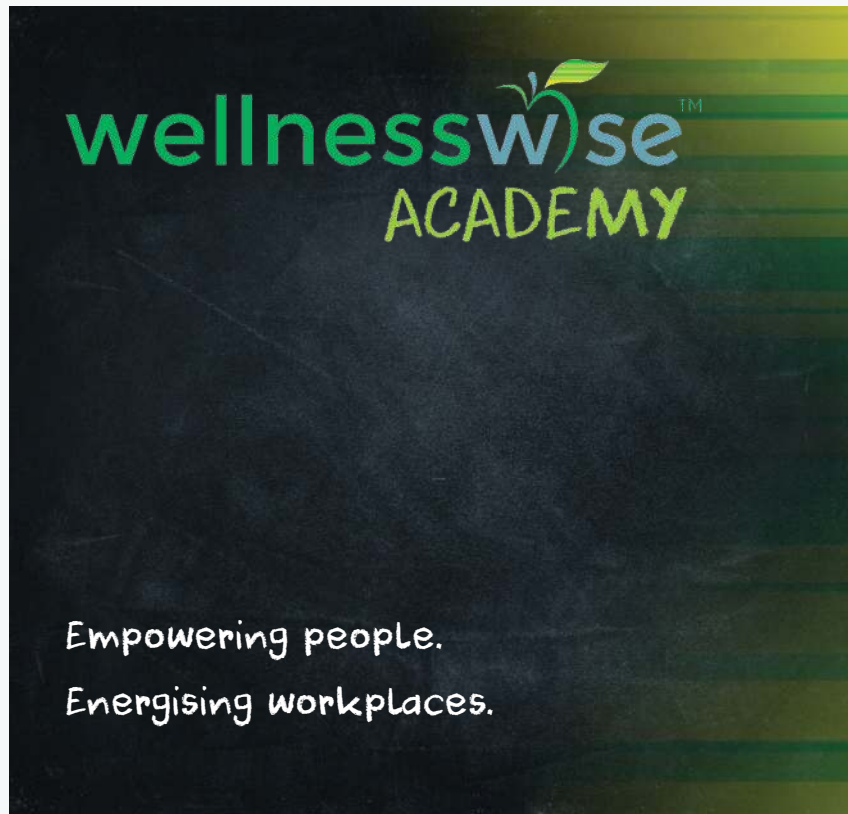
This session will outline:

- > the 5 primary elements for building a wellness culture
- > how to leverage leaders as change agents
- > how to overcome barriers including naysayers
- > how to shift your organisation towards a positive wellness culture



Wellness Wise™ Academy

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The **Wellness Wise™ Academy** was established by Wellness Designs in 2015 in recognition of the need to build internal capacity to develop and implement an employee wellness strategy that works.

We also recognise that securing buy-in at all levels of the organisation – from senior management to front line employees is critical for building a wellness culture.

Three levels of training have subsequently been developed for key internal stakeholders – **Wellness Wise™ Leaders, Wellness Wise™ Practitioners** and **Wellness Wise™ Champions**.

These are available as stand-alone courses or as a powerful three-tiered strategy.

For further information regarding our **Wellness Wise™ Academy** programs, visit www.wellnesswiseacademy.com.au

Raving fans

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'(Wellness Designs) ongoing support since the initial training has been above and beyond our expectations. Katrina has an outstanding knowledge and is very well informed on literature, resources and strategies that will really impact workplace health and wellbeing...'

~ Robynne Rankin, Occupational Psychologist, Department of Health and Human Services, Tasmania

'Very well delivered message, great engagement with the audience'

~ Delegate, National Employer Based Injury Management Conference 2013

'Best workshop I have ever been to. Great to have all wellbeing champions together. Learnt so much more than I thought I would''

~ Wellness Champion, Optus

'The course was very timely as Katrina's vast experience of workplace wellness and many personal examples helped me gain a more in-depth knowledge of a broad, structured approach to implementing health and wellbeing programs... I would strongly recommend those professionals wanting to build their wellness knowledge and gain a greater understanding in workplace wellbeing to engage with Katrina through Wellness Designs services'

~ Cameron Blight, Health and Wellbeing Advisor, Tasmania

'...Katrina's presentations are well structured, the information is always relevant and her years of experience in the field are obvious when she speaks. The feedback from my members is always positive as they leave her sessions with useful tips and resources to use in their jobs in workplace health and wellbeing.'

~ Sharon Leadbetter, Workplace Health Lead, WayAhead

'Katrina has been a great asset in building the capacity of those interested in implementing, or expanding on, workplace health and wellbeing initiatives in Tasmania. Her experience, knowledge and practical approach to group presentations allow for participants of different skill levels to feel engaged and leave with practical take aways....'

~ Carl Cazaly, (previous) Manager Healthy Workplaces, Department of Health and Human Services, Tasmania

'Katrina has a great gift for delivering information in a professional, engaging manner. She has extensive experience and expertise in delivering wellness programs to workplaces. Moreover, Katrina is easy to work with and responsive to the client's.'

~ Sharon Campbell, Project Manager, Healthy Workplaces, Department of Health and Human Services, Tasmania

Recent clients and next steps

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Convinced that Katrina is the right person to present to your audience?

Fantastic. Katrina will do everything she can to make your event a successful one.

Not quite ready? You can always sign up for our popular Thrive newsletter via the Wellness Designs website to get the latest insights and musings into how to create a healthy and thriving workplace.

To enquire regarding Katrina speaking at your next event, please drop her a line with your requirements.

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www.wellnessdesigns.com.au