The new wellbeing framework

Sonder

	Existing wellbeing model **Foundational / Reactive**	New wellbeing leadership model **Expert / Strategic**
The 'why' MOTIVATION	**Cost avoidance and compliance**. Investment is narrow and does not cover the broad health and safety requirements, nor the full legal obligations for today's workforce. Traditional EAP models typically see only a 3–5% usage rate, highlighting limited engagement and impact. This reactive stance yields a modest return, with an **ROI of approximately $2.30** for every $1 spent, focusing only on what's wrong.	**A leadership mandate for performance and care.** Investment is seen as the clearest path to business growth, with a focus on real engagement—evidenced by Sonder's average 40% usage rate, markedly higher than the 3–5% seen with traditional EAP models. This approach is driven by the philosophy that complete, preventative care, balancing performance with recovery delivers peak results. It delivers a tangible Value on Investment (VOI), with returns of **up to $11.97** for every $1 spent.
The 'what' FOCUS	**Individual deficits and generic perks.** The focus is still on low level mental health, and people won't access support until crisis. This model relies on standard, one-size-fits-all benefits that fail to address the diverse needs of your team.	**Systemic capability and hyper-personalisation.** The focus is on embedding mental fitness as a core, measurable capability across leadership and individuals. Support is tailored to an individual's life stage and specific needs, powered by holistic, 24/7 care platforms like Sonder and insights from proprietary data.
The 'how' ACTION & STRUCTURE	**Patchwork fixes and basic training.** This includes a lack of coaching and development, reactive job reviews and minimal training for managers. Work boundaries are often based on minimum legal adherence, limiting a manager's true impact on team wellbeing. And in some cases, managers become accidental counsellors themselves, without the tools and training to effectively help themselves or others.	**Cultural integration and proactive job design.** Action is proactive, intentionally structuring jobs with confidential 'wellbeing checks' and **regular 1:1s** to prevent burnout. Real-time reporting and data provide leaders with essential visibility into the current state of wellbeing and highlights emerging trends, enabling proactive intervention. Investment is prioritised to build manager capability, recognising that leaders account for **70% of the variance** in team engagement. Recovery is normalised as a cultural standard.
The 'result' OUTCOME	**Anecdotal data and basic metrics.** Success is measured by simple data like EAP utilisation and absenteeism. This fails to quantify the hidden costs of presenteeism and lost productivity, which is estimated to cost the Australian economy **$10.9 billion annually**.	**Quantifiable performance and a culture of trust.** Success is proven through additional metrics and reporting on psychological safety, psychosocial hazards and mental fitness indices. This explicitly links wellbeing investment to direct returns, including **13% higher productivity and 11% lower staff turnover**, retaining key talent and building deep organisational trust.