

Educational program

Corporate Healthcare Management

for executives

S. Göttel, M. Kottmann, P. Krauss-Hoffmann & A. Schmidt

profit

well-being

satisfaction

growth

productivity

employability



Modul 1: Health as value-adding factor

Executives themselves, their employees and the company at large benefit from a competently realized Corporate Healthcare Management!

- compilation of economical, demographical and organizational aspects of Corporate Healthcare Management (CHM)
- "cause-and-effect" – relationships and regulation indicators in the context of CHM
- derivation of executives' specific fields of action regarding CHM

Executives as ...

framer/designer

decision maker

partner

top performer

role model

moderator

supervisor

motivator

Corporate Healthcare Management starts with one's own safe and healthy behavioral patterns!

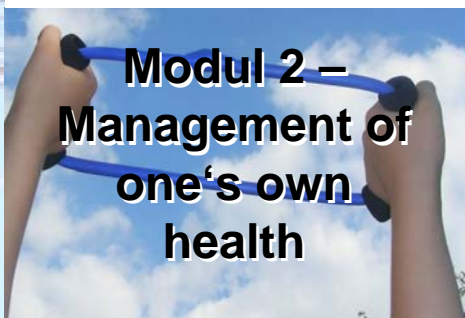
Healthy leadership behavior has direct and indirect effects on employees' safety and health!

Workplace design in its physical, organizational, task-oriented and social aspects facilitates safety and health!

- identification of starting points to improve individual health actions
- theoretically based reflection of one's health behavior: nutrition, exercise, addiction and (stress) coping

- compilation of criteria and effects of health-oriented leadership behavior
- healthy leadership by communication: training of critical, health-relevant conversations

- systematization of starting points of health-beneficial workplace design
- reflection of one's own options for action: intra- and interplant supportive offers and services



Modul 2 – Management of one's own health



Modul 3 – Healthy Leadership



Modul 4 – Healthy workplace design