

DENVER BUSINESS JOURNAL

WORKPLACE WELLNESS WINNER (TIE) - MEDIUM COMPANY

Physical health equals fiscal health for insurer



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Special to the Business Journal
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Physical health can lead to fiscal health. Case in point: Northwestern Mutual in Denver.

The company reports that first and foremost, wellness is what gets employees most excited about working there. One visit to the office and you can see why. It comes outfitted with a state-of-the-art fitness gym and employees have access to it 24 hours a day.

It's filled with weights, cardio machines and a TV that plays fitness programs. What's more, there's a "wellness room" for nursing mothers, naps and meditation.

Employees also take part in health and wellness "Olympic games" of friendly competition. Teams get points for the number of steps they take each day, the amount of water they drink and the healthy food they choose.

Scott Theodore, managing partner at Northwestern Mutual, said wellness and fitness there is about work-life balance and that there's no "one-size fits all approach."

He adds that wellness is directly associated with each employee's lifestyle, so the company offers several options that allow team members to choose what resonates with them so they're more likely to stick with the wellness efforts.

"At the foundation, we believe in doing what's right for our people. It's the cornerstone of the organization and what guides our culture – and that makes it one of the best places to work in Colorado," Theodore said. "It starts with our values, and one of our values is family. We're an organization focused on making sure our people are in a place where they can achieve their goals."



Northwestern Mutual-Denver employees gather at the company gym.

KATHLEEN LAVINE, BUSINESS JOURNAL

Apparently those employees – along with the company as a whole – are achieving their goals. Northwestern Mutual not only reports healthy team members, it says profits are healthy, too.

Theodore said it's all about focusing on creating "a great place to work" and that happy and healthy employees "directly impact our bottom line" with greater productivity, positive attitude and low turnover.

"[This focus] has given us many benefits, including a strengthened company culture, a more financially stable and collaborative work environment and increased employee engagement," he said. "Team building activities lead peers to encourage each other to reach their professional goals. And our company has experienced an increase in referrals from employees for strong candidates that fit our mission, values and goals."

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Northwestern Mutual Denver

Top local executive: Scott Theodore

Location: Denver

Phone: 303-758-5175

Website: denver.nm.com

When those referrals begin working at Northwestern Mutual, they'll enjoy medical, dental, vision and mental health coverage, 401K matching, financial planning and education, flexible work schedules, bonus days (including birthdays and a volunteer day) and covered parking.

Theodore described the culture at Northwestern Mutual as both "welcoming and inclusive."

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