Employee wellbeing is a performance and sustainability strategy:

Wellbeing & Leadership of Private Sector Teams to Protect Performance, Retention and Growth of organizations

THE PROBLEM: A MISSING INVESTMENT

Businesses everywhere are required to achieve more results and profits with less resources; and the crucial need for employee performance is unprecedented. Margins are tighter, teams are leaner, and performance expectations keep climbing. Amidst that pressure, the workforce carrying the load is quietly disengaging in times when staff performance is crucial for companies' survival. Global employee engagement has fallen back to 20% in 2025, down from 23% in 2023, and costing the global economy an estimated $10 trillion a year in lost productivity[1]. Roughly 6 in 10 employees worldwide are "not engaged" – doing the minimum required and nothing more, while a further 1 in 6 are actively disengaged and working against their employer's interests[1]. The financial case is just as stark: for example, absenteeism alone costs U.S. employers $225.8 billion a year, or $1,685 per employee[2], while presenteeism (showing up but unable to perform) is estimated to cost businesses up to ten times more[3]. The sustainability of today's businesses depends not just on strategy and systems, but on a workforce that can actually sustain the pace being asked of it.

Meanwhile, an important overlooked dimension could protect private sector performance: the human behind the manager, the team lead, and the employee who has to deliver under pressure. Companies invest heavily in strategy, technical training, performance-management systems, and engagement surveys; but employees and leaders receive little to no preparation in resilience, self-management, or leading themselves and others under strain. Burned-out employees are 63% more likely to take a sick day and 2.6 times more likely to be actively job-hunting[4]; burnout-related disengagement alone costs employers between $4,000 and $21,000 per employee every year, rising further for managers and executives[5]. Leaders absorb a disproportionate share of this cost: 71% report significantly higher stress since stepping into their role, and burnt-out leaders are 3.5 times more likely to leave their position altogether, taking institutional knowledge and team stability with them[6]**. Investing in the person behind the employee is critical to protecting performance, retention, and growth.**

Traditional Interventions ✓

- Performance & KPI tracking
- Technical & compliance trainings
- Team-buildings
- Engagement surveys

What Gets Overlooked ✗

- Well-being & resilience
- Leadership under pressure
- Mental health & self-confidence
- Work-life balance

Organizations CherishClub Has Worked With

> ***"The people who drive business performance must be strengthened for resilience, so they can sustain the results their organizations depend on."***

THE SOLUTION: EMBEDDING LEADERSHIP & WELL-BEING INTO CORPORATE & CSR PROGRAMS

In 2025, a corporate client contacted CherishClub to organize a wellbeing activity for their staff as a CSR strategy in Benin. *The uniqueness of our approach quickly expanded our support across their West and Central Africa offices – Benin, Burkina Faso, Cameroon, Côte d'Ivoire, and Senegal. Upon the successful results, we have embarked together on the challenge of leveraging wellbeing as a driver of both peace of mind and performance among their staff across the region.* **From Dalberg, to Legrand, to the ARISE IIP group of partners, the results across our corporate partners are telling.**

> ***CherishClub's workplace wellbeing and leadership program*** *is a coaching intervention designed to strengthen the human layer that performance metrics, systems, and trainings alone cannot address. It targets organizations who seek to maximize performance and wellbeing of their employees and leaders who must deliver results under pressure. As a result, they retain top talent and sustain performance in increasingly demanding environments.*

[1] Gallup. (2025). State of the Global Workplace: 2025 Report. Gallup, Inc. https://www.gallup.com/workplace/349484/state-of-the-global-workplace.aspx
[2] CDC Foundation. (2015). Worker Illness and Injury Costs U.S. Employers $225.8 Billion Annually. https://www.cdcfoundation.org/pr/2015/worker-illness-and-injury-costs-us-employers-225-billion-annually
[3] Hemp, P. (2004). Presenteeism: At Work–But out of It. Harvard Business Review. https://hbr.org/2004/10/presenteeism-at-work-but-out-of-it
[4] Gallup. Employee Burnout, Part 1: The 5 Main Causes. https://www.gallup.com/workplace/237059/employee-burnout-part-main-causes.aspx
[5] American Journal of Preventive Medicine. (2025). The Health and Economic Burden of Employee Burnout to U.S. Employers. https://www.ajpmonline.org/article/S0749-3797(25)00023-6/abstract
[6] DDI. (2025). Global Leadership Forecast 2025. https://www.ddi.com/about/media/burnout

IMPACT: WHAT INVESTING IN PEOPLE LOOKS LIKE IN PRACTICE – THE PRIVATE SECTOR EXAMPLE FROM WEST, CENTRAL, & EASTERN AFRICA INTERVENTIONS.

2000+	100%	70%	20
Employees & leaders coached	**Participant satisfaction**	**Recommending ongoing, frequent workshops**	**Countries reached across the world**

Key outcomes details from recent Corporate Leadership & wellbeing Programs in 2025:

- 100% improvement in terms of well-being and resilience.
- 96% improvement in terms of leading others.
- 94% improvement in terms of time and priority management.
- 95% improvement in terms of work-life alignment.
- Positive results expanded the program from a single-country CSR pilot to five countries across West and Central Africa within the same year

> ***"I have changed and improved my way of seeing things****, to put things into perspective, to take into account the opinion of the other, when necessary, to bring the team to know the vision and to understand and adhere to the common objectives.* ***Everyone clearly knows their role. If everyone wins, the team wins."***
>
> \- Feedback of a program participant.

WHY NOW.

The world is not just short on strategy – it's short on human capacity.

- **The pressure is rising, not easing.** Across Africa specifically, over half the workforce reports sharply increasing workloads year-on-year, and more than half feel overwhelmed by the pace of workplace change[7].
- **Burnout has moved from an HR issue to a business risk.** It now sits alongside talent retention and reputational exposure on the list of things executives can no longer defer.
- **Waiting has a cost curve.** Every quarter without action compounds – in sick days, disengagement, and the leaders who quietly start job-hunting.
- **The return on investment is proven.** Every $1 invested in supporting employee mental health returns an estimated $4 in improved health and productivity[8].
- **First movers build an advantage that sustains for the long run.** Organizations that invest in the human layer now retain institutional knowledge while competitors are still fire-fighting turnover.

A track record around the world

Since 2021, CherishClub has impacted 2,000+ leaders and 50,000+ people across 20 countries in Africa, Europe, and the Americas – working with corporate and institutional partners including Dalberg, Legrand, ARISE IIP, Enabel, UNICEF, and the Hewlett Foundation, among others.

A scalable model

The program is designed to reach 100,000+ direct leaders and 1 million people indirectly by 2035 globally, as CherishClub builds the human and technology infrastructure required to support this scale.

YOU TOO, CAN STRENGTHEN THE HUMAN LAYER BEHIND YOUR ORGANIZATION'S PERFORMANCE

If you are investing in staff performance, employee retention, or CSR impact, we invite you to co-create with us.

Here is an opportunity to accelerate results of your investments by embedding leadership and well-being into your programming and investments and finally address the missing link between investment and outcomes.

Get in touch: hello@cherishclub.com | www.cherishclub.com

[7] PwC. (2024). Global Workforce Hopes and Fears Survey 2024 – African Perspectives. https://www.pwc.co.za/en/press-room/global-workforce-hopes-and-fears-2024.html
[8] Chisholm, D., Sweeny, K., Sheehan, P., Rasmussen, B., Smit, F., Cuijpers, P., & Saxena, S. (2016). Scaling-up treatment of depression and anxiety: a global return on investment analysis. The Lancet Psychiatry, 3(5), 415-424. https://doi.org/10.1016/S2215-0366(16)30024-4