

ABSTRACT

THESIS: Movement Toward Well Workplaces, Common Characteristics

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Small businesses face greater financial burdens when introducing a worksite wellness program into their corporate culture. In these situations, the values found in the company's wellness philosophy are also prevalent in their business culture. The purpose of this study was to examine the information submitted by small businesses who qualified to receive the Small Employer Wellness Tax Credit in 2011 from the Indiana State Department of Health and determine the characteristics that were common to both the overall mission and worksite wellness initiative. To address this, a qualitative research design analyzed thirty-seven (37) small businesses utilizing a content analysis. The process used to identify and define the themes follows those established by Stockdale. Seven primary themes emerged including: *anticipated outcomes, business strategy, core values, incentives, personal/professional growth, wellness initiatives, and work environment*. This suggests that these themes may be common characteristics and important components of a well workplace. Other small businesses may view these primary themes as important elements to consider as they begin to move toward a well workplace.