



Sparking *Meaning*

The Power of a People-Centered Culture



Cole Williams

Vice President, Employer Health Strategy



Marathon
Health™



Session objectives

- **Explore** how culture aligns with business strategy and drives performance
- **Learn** how to design HR and well-being programs that create measurable cultural impact
- **Understand** key trends shaping workplace culture in 2025 and beyond
- **Gain** actionable strategies to foster collaboration, innovation, and employee ownership of culture

Audience question

In one word, what does 'culture' mean to you in the context of your own organization?

Victoria St. Arnold

Benefits and Wellness Director



2 onsite health centers

10

years with
Marathon

1.2k

eligible
population

43%

of members
engaged

5.6

Average visits per
engaged member
per year

94

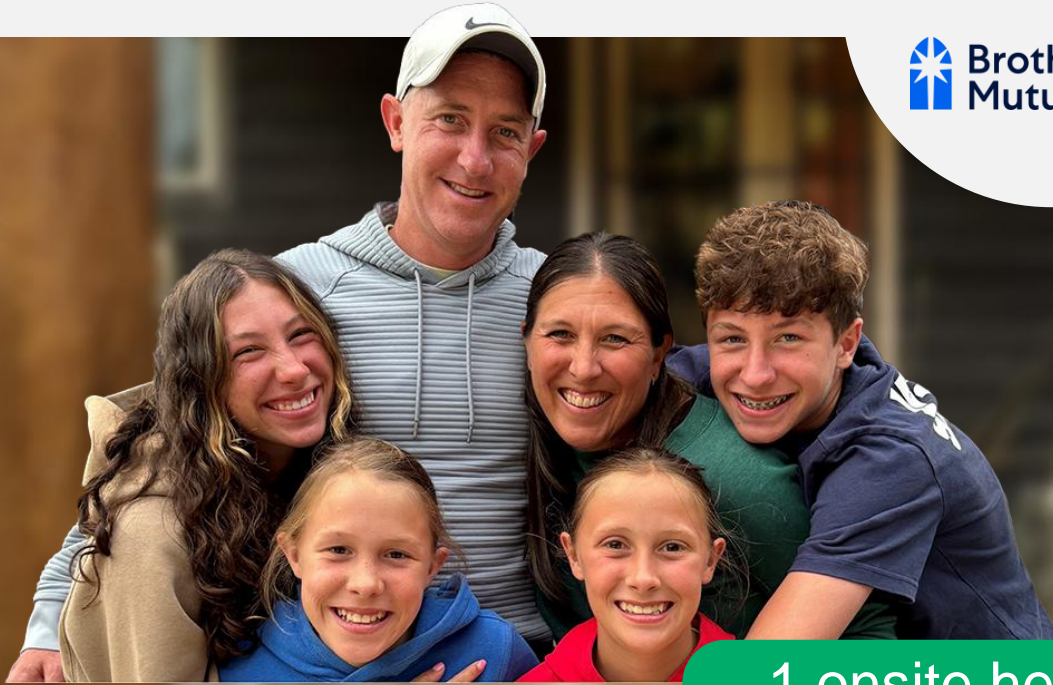
Net Promoter
Score

81%

of members
improved biometric

Angela Hyde

Assistant Vice President, Human Resources



1 onsite health center

3

years with
Marathon

1.8k

eligible
population

49%

of members
engaged

3.8

average visits per
engaged member
per year

97

Net Promoter
Score

81%

of members
improved biometric

Allison Velez

Chief People & Social Responsibility Officer



Nationwide network access + CareAnywhere

Results

In one word, what does 'culture' mean to you in the context of your own organization?

Culture eats strategy for breakfast.

– Peter Drucker

“Workers who rate their company culture as positive are more likely to rate themselves as healthier and say their health is improving.”

–BCBSMN

When aligned, culture and strategy create an unstoppable force.

What got you here
won't get you **there.**

– Marshall Goldsmith

2025  **ENGAGE**™

Sparking *Transformation*

Audience question

In one word, how do you see 'culture' being embodied at your organization going forward?

Results

In one word, how do you see 'culture' being embodied at your organization going forward?

Nobody has responded yet.

Hang tight! Responses are coming in.

2025  **ENGAGE**™

Sparking *Transformation*