

IMPROVE EMPLOYEE HAPPINESS & WELLBEING

CORPORATE HAPPINESS FRAMEWORK



Visit Our Website
www.becomezone.com

become
Inspiring Change - Enabling Impact

Why **HAPPINESS & WELLBEING** is not an option?



Engagement

nearly 6x more likely to feel engaged



Productivity

29% more likely to be more productive



Job Satisfaction

45% more likely to be satisfied in their jobs

Health

46% less likely to experience unhealthy days



Sustainability

125% less likely to burn out



Permanence

31% less likely to quit



BENEFITS OF WELLBEING AT WORK



Creativity and Innovation

3.5x more likely to be seen as creative & innovative



Customer Satisfaction

10% higher customer ratings



Financial Gains

10% higher over average shareholder return

Safety

70% fewer safety incidents



Higher Attendance

41% lower absenteeism



Loyalty

24-59% lower turnover



WWW.HAPPINESS-ACADEMY.EU

How does Employee Happiness & Wellbeing Support Your Work

Enhanced Collaboration

Motivated employees collaborate more effectively, improving teamwork across the company.

Improved Customer Satisfaction

Happy employees lead to happier, more satisfied customers.

Positive Business Impact

Productive and motivated employees create a substantial positive impact, giving the business a competitive edge.

Team Stability

Satisfied employees are more loyal, have better attendance, experience fewer sick days, and are less susceptible to burnout, contributing to a stable team.

These benefits collectively foster a thriving, customer-focused, and resilient business environment.



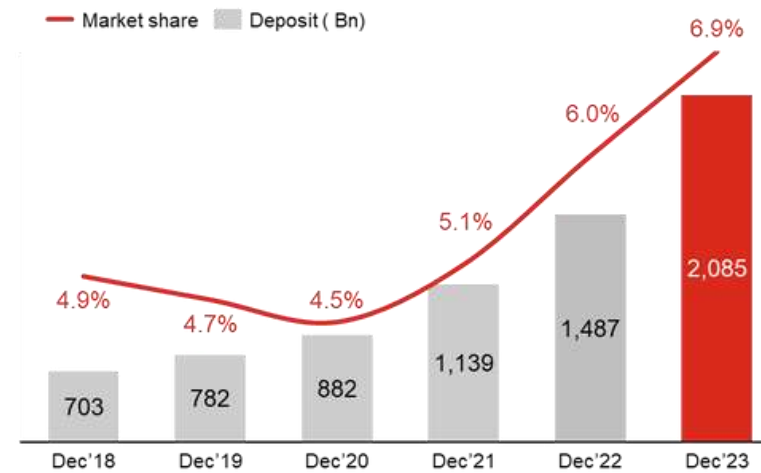
Real Impact Story



Conventional and Islamic Trailblazing Growth

Market share improved from **4.9%** in Dec'18 to **6.9%** in Dec'23, which is the highest ever market share achieved by the Bank.

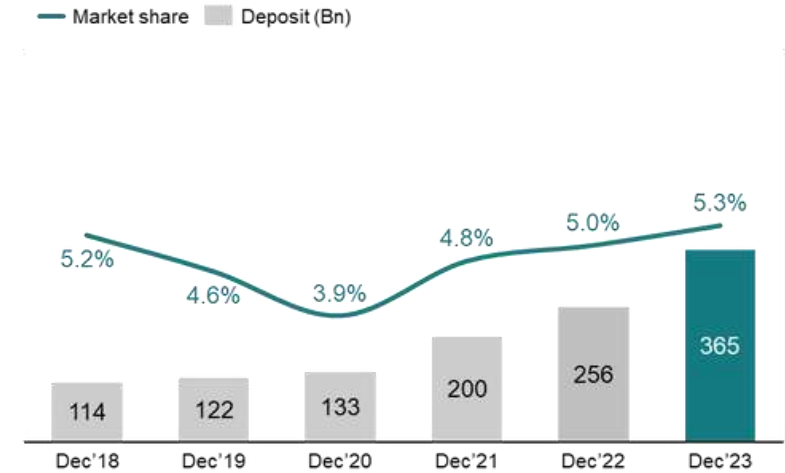
CAGR – 5 Years	Conv.	Industry
	23%	13% ¹



Total Deposits

Total Deposits increased by **3.2x** in the last 5 years to reach PKR 365 Bn

CAGR – 5 Years	Islamic	Industry
	26%	24% ¹



Note: Deposits based on Bank level. Market Share calculated based on Domestic Deposits.

1) Islamic Industry banking data is available till Sep'23, hence CAGR for Islamic industry is calculated at 4.75 years | * Estimated market share

Major Milestones

PKR 2 Trillion Deposit

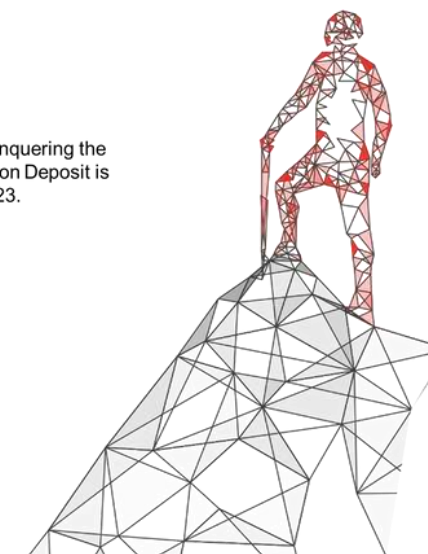
From achieving our first trillion in 24 years to conquering the next trillion in just 2 – our journey to PKR 2 Trillion Deposit is a testament to our exceptional performance in 2023.

PKR ~ 92 Billion Market Cap

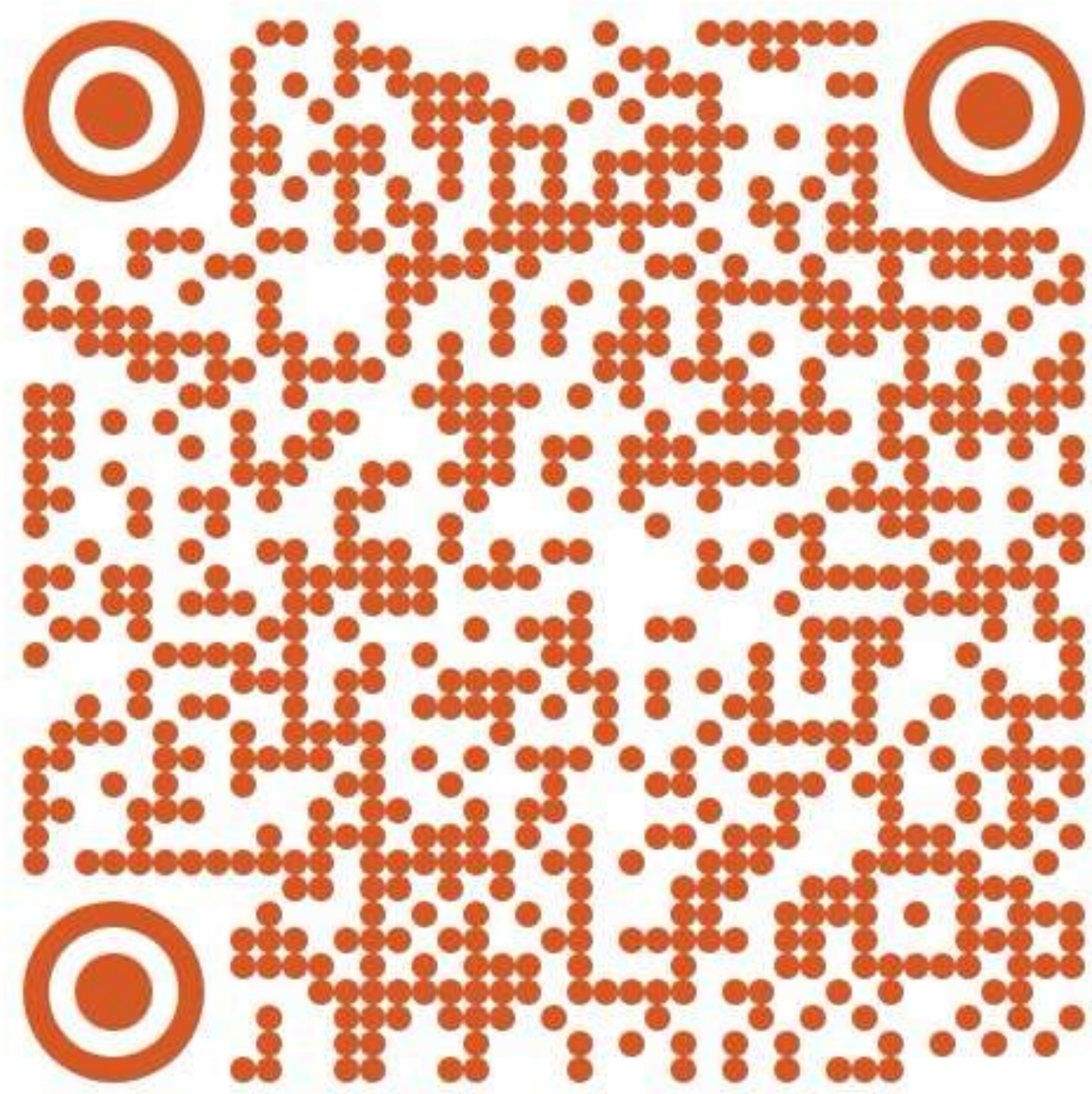
Our market cap has nearly doubled from ~ PKR 47.5 Billion in 2022 to ~ PKR 92¹ Billion

Over 1,000 Branches

Our extensive nationwide presence spans over 200+ cities.



¹ Share Price – 1st March 2024



The Happiness Framework

Mental Wellbeing

- Positive Attitude
- Sleep
- Stress Resilience



Physical Wellbeing

- Movement & Exercise
- Nutrition & Diet
- Health Awareness



Career Wellbeing

- Education & Intellectual Curiosity
- Career
- Growth



Financial Wellbeing

- Lifestyle
- Income
- Savings



Emotional Wellbeing

- Emotional Awareness
- Emotions Management
- Empathy



Social Wellbeing

- Family
- Friends
- Community



Developing a Culture of Happiness



Measure Factors Impacting Happiness

Address Factors that impact Happiness



Align benefits & policies with Happiness

Measure impact on Business Results



Empower & Engage Employees

Institutionalise Wellbeing



Institutionalise

Mental	Physical	Emotional	Financial	Career
<ul style="list-style-type: none"> Physical Session on Stress Management with GH DRs. Stress Management e-Learning Conscious efforts with GHs to curb late sittings in Back Offices (CRM, Legal, C & C, finance mainly). Efforts to reduce late sittings in branches. Branch Closure monitoring. 	<ul style="list-style-type: none"> Medical Policy for lower range staff Gym reimbursements Health benefits Work from home policy Flood Relief efforts for Staff & Family GYM Discounted Offers Health Awareness Campaigns (Sleep + Healthy Eating) Fit hi Hit Hai 	<ul style="list-style-type: none"> Thankful Thursdays D&I Initiatives for minorities differently abled, and female employees Virtual sessions on EQ & stress resilience Virtual sessions on mental well-being Leadership Behaviour Change 	<ul style="list-style-type: none"> Quicker personal loans processing Revision in benefits (markup rates for house loan) Minimum Salary 65 Years Retirement 25 Years Bonus 	<ul style="list-style-type: none"> Focus on Culture & Values Engagement with new joiners (check-in surveys) Internal Elevations HR Help Desk Record promotions in this years Appraisal

Real Impact Story



People Happiness Charter

Our promise to you!

- Values Driven Culture**
- Exceptional Employee Experience**
- Opportunities to learn and grow**

Spreading Happiness
One Employee at a Time

111 225 111
bankalfalah.com

Top Employer of Choice!

Bank Alfalah bags multiple awards for its outstanding performance across the Industries.

Global Diversity, Equity, and Inclusion Benchmark Awards (GDEI)

- 3 Best Practices Awards
 - Assessment, Measurement, and Research
 - DEI Communications
 - Vision, Strategy, and Business Impact
- 2 Progressive Awards
 - DEI Structure and Implementation
 - Work-Life Integration, Flexibility and Benefits

Best Place to Work

- Runners up for the Best Place to work in the Financial Services Industry
- Ranked amongst the top 11 large companies for Best Place to Work in Pakistan

The Overseas Investors Chamber of Commerce & Industry (OICCI)

- Women Leaders Development Category

Scan QR Code to Access Bank Alfalah Whatsapp @401 10 225 111 | bankalfalah.com

Wellbeing is **not** working

Wellbeing is a universal need, but wellbeing support is not provided equally.

Female, ethnic, LGBTQ+, low-income, and young employees often have lower levels of wellbeing than other groups.

Depression and anxiety is costing the global economy

\$1 trillion

each year.



6 Steps

to help you address wellbeing effectively, fairly and genuinely



1

Know your workforce:

understand the diverse wellbeing needs across different demographics and income levels.



2

Develop a wellbeing framework:

grounded in human needs and centered around equality to deliver the support workers needed, regardless of industry or role.



3

Include financial wellbeing:

keep track of employee financial indicators and offer financial education.



4

Be data-driven and transparent:

implement and measure wellbeing metrics across the organization and share these numbers publicly.



5

Keep leaders accountable:

tie bonuses to achieving workforce wellbeing goals.



6

Empower managers:

train managers to recognize signs of distress and take proactive steps when employees face wellbeing challenges.

The Happiness Framework

Mental Wellbeing

- Positive Attitude
- Sleep
- Stress Resilience



Physical Wellbeing

- Movement & Exercise
- Nutrition & Diet
- Health Awareness



Career Wellbeing

- Education & Intellectual Curiosity
- Career
- Growth



Financial Wellbeing

- Lifestyle
- Income
- Savings



Emotional Wellbeing

- Emotional Awareness
- Emotions Management
- Empathy



Social Wellbeing

- Family
- Friends
- Community



THANK
YOU
😊

