



Laini Byfield, CWP, NBC-HWC

**Total Rewards Analyst
Independent Contractor
Palm Bay, Florida**

Laini Byfield is a Certified Wellness Practitioner and M.P.H. degree candidate at the George Washington University Milken Institute School of Public Health. Her work sits at the intersection of public health theory and operational design, with a focus on why well-intended wellness programs stall and what actually moves participation under real-world constraints. Laini has led the design and implementation of complex employee wellness and incentive programs in regulated environments, working without a dedicated staff, flexible budgets, or real time data. Her approach emphasizes translating behavior change theory into practical design decisions around messaging, incentives, verification, and communication timing. In her work, Laini developed the ETHICMAP lens as a pragmatic tool for aligning theory with day-to-day program decisions. Her perspective centers on reducing hidden effort, building trust through predictability, and designing systems that support follow-through rather than relying on motivation alone.