

Driving Wellbeing Engagement and Behavior Change with Grokker Challenges



The company wellness challenge has become synonymous with workforce fun and camaraderie. Inspiring friendly competition — and serving the ultimate goal of long-term behavior change — challenges help reinforce the shared commitment to health and wellbeing that organizations want to instill in their cultures.

But too often, challenges fall short of expectations because they fail to address the full spectrum of employee needs, abilities, and goals. Consider the traditional step challenge that isn't accessible to employees with mobility limitations, or the weight loss challenge that defines health based on narrow, and often punishing, criteria.

Truly successful and universally engaging challenges are inclusive and holistic, motivating employees to identify and pursue their highly personal wellbeing goals — driving the creation of new habits they're empowered to stick with.

Grokker's challenges meet each employee where they are by integrating all 5 dimensions of wellbeing — fitness, nutrition, mental health, sleep, and financial wellbeing — along with the support of an active user community.

- **Boost program participation:** Of those joining their company's "Wellness Your Way" challenge, **88%** participated
- **Increase wellbeing engagement:** During their "Find Your Five" challenge, participants' average Wellness Minutes more than doubled
- **Increase solution engagement:** On average in 2020, clients enjoyed **27%** more active users while a challenge was running
- **Build long-term healthy habits:** After participating in their company's "Fall Into Wellbeing" challenge, **88%** of employees were motivated to continue the healthy habits they created

"Our employees developed new wellbeing habits and achieved their goals by participating in fun, unintimidating, and rewarding Grokker Challenges."

Jennifer Cooney
Wellness Coordinator, City of Greeley

What makes Grokker's challenges so effective?

Grokker's client success team works with clients to customize enterprise wide, office- or location-based challenges that meet their organizational and workforce needs. Each challenge features:

- **A hand-picked selection of expert-led videos** in the areas of exercise, nutrition, mental health, sleep, and/or financial wellbeing
- **Built-in elements of gamification** such as streaks, levels, and badges that create a sense of personal achievement and encourage friendly competition
- **Integration with wearable devices**, making it easy for participants to track off-app activity
- **Grokker's digital user community** of over 130 subject-matter health experts and peers providing support and encouragement
- **Automatic reminders and prompts** that help participants stay on track
- **Optional incentives management** to make the challenge experience even more rewarding

Send us a question: wellbeing@grokker.com

Talk to our team: **408-876-0802**

Book a demo: go.grokker.com/book-a-demo

