

Quick read

# The benefits of workplace challenges





A workplace wellbeing challenge is your secret weapon. Be it tracking steps, making healthier nutrition choices or just having a good night's sleep. The competition drummed up by the challenge can be a powerful motivational tool.

Sometimes logging data and seeing if you hit your step goal can seem like the last thing on your to-do list. And yet, throw in the added rivalry of competing with your team and others worldwide, and you'll see health and wellbeing become a core focus. Who doesn't love a little healthy competition?



A workplace wellbeing challenge is simply more than just the sum of its parts. It looks to embed itself within your business's culture and improve things from the ground up.

It seeks to inspire and drive your employees to create long-lasting healthier habits in all aspects of wellbeing. It provides a platform for change from mindfulness to subtle nutrition tips that makes a more resilient organization.

# Stronger teams mean stronger businesses

While organizations aim to hire great individuals, the power of teams shouldn't be overlooked. Firstly, being part of a team is a great motivator. According to psychology, we're even hard-wired to perform better in teams.

Discovered in the 1920s, the Köhler Effect is a phenomenon that occurs when a person works harder as a member of a group than when working alone. Plus, when people work on a level playing field they share ideas more freely, innovate and report better job satisfaction.

But great teams don't form overnight. It takes a little encouragement for people to come out of their shells and build the trust that's needed for true collaboration and teamwork.

## Bonus tip:

**Learn how challenges can help make onboarding inclusive**



Workplace challenges not only connect employees across departments, locations, skill levels and backgrounds, but they also give them something to talk about.

Employees suddenly find themselves with something in common, making it easier to strike up a conversation and get to know one another.

This type of informal socializing contributes to a fun, lively and productive company culture that's buzzing about health and wellbeing.

# Social connections can improve health outcomes



Strong social bonds between employees not only create irresistible company cultures, but they can impact your people's health.

Many of us like to think we're fiercely independent, but humans are social creatures, and our behaviors can be strongly influenced by those around us.

After reviewing 32 years of data, sociologist and physician Dr. Nicholas Christakis found that people are 36% more likely to quit smoking if a friend quits.

And just as good behaviors can be contagious, so can negative influences. That same data set revealed that a person is 57% more likely to become obese if a friend did as well.



Workplace challenges create essential support networks in various ways.

They connect people with similar health and wellbeing goals and create an environment where people can share their stories and encourage each other to lead healthier lifestyles.

The social bonds that form during a team challenge carry lasting health benefits as well.

Having a social support network has been shown to help individuals cope with stressful situations, improve cardiovascular health and even live longer lives.

## Workplace challenges create a culture of wellbeing



Even if you've put everything in place to foster a great employee experience, the truth is, most company cultures need a jumpstart from time to time.

Whether you want to boost participation in an existing employee wellbeing program, bring people together after organizational change or support sustained employee engagement, a workplace challenge could provide the spark that's needed to ignite your company culture.

Expanding your workplace challenges to include all aspects of holistic wellbeing can also enable employees of any fitness level to participate.



Inclusive team challenges help everybody feel included no matter where they work, which is especially important for remote employees or satellite offices that may not have access to the onsite fitness center or the free healthy snacks in the fridge at work.

But not all workplace challenges are created equal.

To be effective, a workplace wellbeing challenge solution should combine gamification, relevant content, robust tracking, rewards and incentives in a mobile-first platform.



# Here are a few key components your challenge platform should have:

Engaging, interactive content and leaderboards to boost motivation.

Configurable reward and incentive options to fit your program budget and goals.

A turn-key library of team-based and peer-to-peer challenges with fun, creative and healthy themes.

Options to customize challenge themes and content to reinforce your organization's brand, rally employees around company values and launch strategic initiatives.

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