



The Grokker Difference: Challenges

Helping employees achieve their personal
wellbeing goals

Grokker®



Introduction

The wellness challenge is the centerpiece of many workforce wellbeing programs. A well-designed challenge unites participants around a set of activities and sparks friendly competition while laying the groundwork for healthy behavior change. For program managers, challenges can be promoted with catchy, themed campaigns that get employees excited about participating. All in all, challenges are collegial, motivating, and fun — ideal for helping to build a company culture of wellbeing.

But there tends to be some “challenges” with challenges. The big one? They too often leave people out due to various limitations, not to mention mismatched interests and goals. A 10,000 step challenge excludes employees with mobility issues, for example, and an on-site challenge fails to meet the needs of most shift and remote workers. When you can’t get everyone engaged in wellbeing, how can you expect your program to succeed?

Workplace wellness challenges, if poorly or hastily designed, also fail to perform up to expectations when they’re:

- Complicated, with barriers to entry including layers of rules
- Punishing, with use of negative reinforcements that hurt morale
- Short on data, lacking tracking and/or success metrics

The good news is that when optimized to fit the needs, interests, and preferences of your workforce and HR team, challenges can lead your wellbeing program to victory!

The Grokker Solution

Grokker’s patented solution offers what no ordinary wellness platform can:

Customizable challenges that incorporate your choice of over 4,000 exercise, nutrition, mental health, sleep, and financial wellbeing videos and are designed to delight and engage employees regardless of their skill level, abilities, and goals.

Team-based or individual challenges - Participants can enjoy friendly competition with coworkers in office- or location-based challenges or embark on personal challenges — and even include outside activities with Fitbit, iWatch, Garmin wearables syncing

Stay-on-track reminders and prompts - Employees can access a calendar view of their challenge activities and can receive friendly notifications for what action to take next

Expert-led challenge content - Up-beat, easy-to-follow, and motivating guidance, advice, and inspiration from credentialed health and wellness thought leaders from around the globe

Incentive Programs - Administrators can reward participants when goals are met with 150+ gift card options, cash prizes, drawings, insurance reimbursement, and custom incentives

Community support - Engage with coworkers and over 130 global Grokker Experts in the community for seamless support and motivation

Multi-dimensional, multi-option flexibility - Allow participants of a single challenge to select among up to 4 challenge focus areas based on their personal goals

Gamification elements - Aside from tracking progress on a challenge leaderboard, users are encouraged to watch videos to earn Wellness Minutes — and keep working towards challenge goals.

See What You're Missing

Employee needs and expectations are changing, and your approach to wellbeing benefits needs to catch up with their demands for more whole-person wellness. This means providing personalized digital tools with the widest variety of engaging HD wellbeing video that make their wellbeing journeys easy, motivating, and fun. In order to help every employee achieve their personal goals, you need an inclusive solution:



Holistic

video content on exercise, mental health, sleep, nutrition, and financial wellbeing



Community-based

to connect with experts and encourage employees in a supportive environment



On-demand

so a diverse and dispersed workforce can engage anytime, anywhere, and on any device

This aligns perfectly with the needs of today's HR benefits professionals, who are seeking:

- ✓ **Inclusivity.** Benefits, tools, and resources that fit the needs of every member of a diverse and dispersed workforce — in other words, personalized vs. “one size fits all.”
- ✓ **Ease of Adoption.** Benefits, tools, and resources that employees actually want, use, and value, and that aid in recruiting and retention efforts, such as 24/7 mobile access and a social component.
- ✓ **Results.** Benefits, tools, and resources that make employees feel good and make measurable impact on key metrics, which can be viewed on user-friendly dashboards.

Grokker's patented solution offers what no ordinary wellness platform can: thousands of proprietary HD videos available globally on any device, supported by a community where employees engage with experts and motivate each other.

- **Large enterprise companies come to Grokker to augment an existing platform investment and improve user engagement with our wide variety of premium wellbeing videos.** Grokker quickly and inexpensively integrates to provide employees the personalized, holistic wellbeing content that was previously missing.
- **Companies just launching a new wellbeing component to their benefits program choose Grokker for its effective, easy-to-manage platform.** Along with personalized, holistic content, companies can launch their new wellbeing program and go live within 30 days at a much lower price point than a platform, and with low HR team overhead.

In addition, Grokker's online community lets program participants be as social (or as anonymous) as they want to be, while challenge, incentive, and motivational elements improve adoption and participation. Whether you're launching a new wellbeing initiative or complementing an existing platform with Grokker's exclusive content, our flexible solution will inspire your employees and deliver results.



Send us a question

wellbeing@grokker.com

Talk to our team

408-876-0802

Book a Demo

<https://go.grokker.com/book-a-demo>

About Grokker

Grokker is the on-demand wellbeing solution that employees love. The patented solution combines proprietary HD videos available anywhere, anytime, on any device, with the support of an active community where employees engage with experts and motivate one another. Whether launching a new wellbeing initiative or augmenting an existing platform, Grokker works to inspire employees and delivers real results.