



# The Grokker Difference: Community

Employees connect with global experts in the industry's only wellbeing community

Grokker®

# Social Connections Support the Wellbeing Journey

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Let's face it: beginning — let alone sticking with — a new wellbeing routine can be an overwhelming undertaking. Self-doubt and internal criticism can derail an employee's best intentions when they don't have a trusted source of feedback and encouragement to help them along the way.

Research clearly shows that a feeling of belonging and social interaction has a direct impact on personal wellbeing — and a supportive community makes an employee's wellbeing journey more fun, motivating, and effective. In fact, 48% of healthcare leaders say that virtual social support is the most effective means of sustaining behavior change required for wellness promotion.\*

## Most workplace wellness solutions, however, don't offer online community support, so:

- Employees are forced to seek advice in unsafe and unvetted spaces where amateur advice can pass as trusted counsel
- Employees have no place to connect with colleagues who share similar healthy lifestyle goals and interests
- Remote or on-the-road employees remain isolated with no means of generating much-needed camaraderie and support
- Participants don't have anytime, anywhere access to their wellbeing advocates including company ambassadors, nutritionists, personal trainers, and financial wellness coaches

When left on their own, employees don't get enough inspiration, validation, and recognition — the things that will make their wellbeing journey successful! Employers are in the unique position to provide an environment that gives employees permission to take care of themselves, along with the resources and opportunities to share their ideas and successes with one another.

## The Grokker Solution

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Grokker's patented solution offers what no ordinary employee engagement program can: Over 4,000 exercise, nutrition, mental health, sleep, and financial wellbeing videos designed to delight employees regardless of their skill level, abilities, and goals — combined with seamless support and motivation from a vibrant community of coworkers and Grokker Experts.

**Program engagement** — Custom team and individual challenges, flexible incentives, and dynamic expert motivation creates a sense of personal achievement while encouraging coworkers to cheer each other on

**Expert guidance and advice** — Members can pose questions to the community and over 130 subject-matter health experts and instructors

**Familiar social actions** — Users enjoy a real-time social feed, Grokker groups, and a Q&A platform — plus the ability

to rate, save, collect, comment on and share videos, and tag and follow coworkers and wellbeing experts

**A safe sense of belonging** — Visibility settings let each employee be as private or as public as they want to be, with the option to opt out completely

**Anywhere, anytime convenience** — Globally dispersed workforces can access community features via mobile app or browser

# See What You're Missing

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



### Whole-person

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.

What's more, 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 complementing an existing platform with Grokker's exclusive content or launching a new wellbeing initiative, our flexible solution will inspire your employees and deliver results.

- **Large enterprise companies** come to Grokker to augment an existing platform investment and improve user engagement with our wide variety of premium wellbeing videos that were previously missing.
- **Companies just launching a new wellbeing component** to their benefits program choose Grokker for its effective, easy-to-manage platform and personalized, holistic content.

Grokker 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.

Why not book a demo and see for yourself what you've been missing? Visit [go.grokker.com/book-a-demo](https://go.grokker.com/book-a-demo) today!



**Send us a question**

[wellbeing@grokker.com](mailto: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.