



The Grokker Difference: Engagement

Creating long-term health and
happiness by sparking motivation

Grokker®

Motivating Their Wellbeing Journey

Your employees know that creating a new habit or putting a stop to an old one requires lifestyle changes. They also understand that these lifestyle changes can make their lives happier and healthier. Acknowledging a need for change is one thing — but the difficult part is generating the self-motivation it takes to follow through and engage for the long-haul. Without the right combination of wellbeing program tools and support, their enthusiasm can quickly fizzle out — making long-term change nearly impossible.

Most workplace wellness solutions fall short of engaging employees in ongoing wellbeing:

- Program activities and challenges are one-size-fits-all, leaving some employees out of the fun due to physical limitations or mismatched goals
- Users aren't given the tools to start with small steps nor the ongoing encouragement that makes it easy to find time for wellbeing and stick with it
- Employees don't get a personalized experience tailored to their individual needs nor the ability to customize their wellbeing journeys
- Program content isn't delivered by credentialed experts or instructors with the skills to keep people inspired
- Participants don't have opportunities to connect with colleagues or wellbeing experts digitally, leaving remote or on-the-road employees without any form of "Let's keep this going!" camaraderie

Fortunately, motivation can come from a variety of places, so the key is to provide various forms of motivation all along the journey. That's why it's essential to empower your workforce with a range of easy, fun, and rewarding wellbeing activities and resources to help them get motivated — and stay motivated — together, in ways that work for each individual.

The Grokker Solution

Grokker's patented solution offers what no ordinary wellness platform can: Over 4,000 exercise, nutrition, mental health, sleep, and financial wellbeing videos designed to delight and engage employees regardless of their skill level, abilities, and goals.

Personalized experiences — Individual results from each user's wellbeing quiz, along with their preferences and viewing history, inform customized programming suggestions by Grokker's Smart Engine that are most likely to spark ongoing engagement

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

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

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

Gamification elements — Users are encouraged to watch videos to earn Wellness Minutes — and to add more minutes to get to the next level.

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

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 today!



Send us a question

wellbeing@grokker.com

Talk to our team

[408-876-0802](tel: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.