



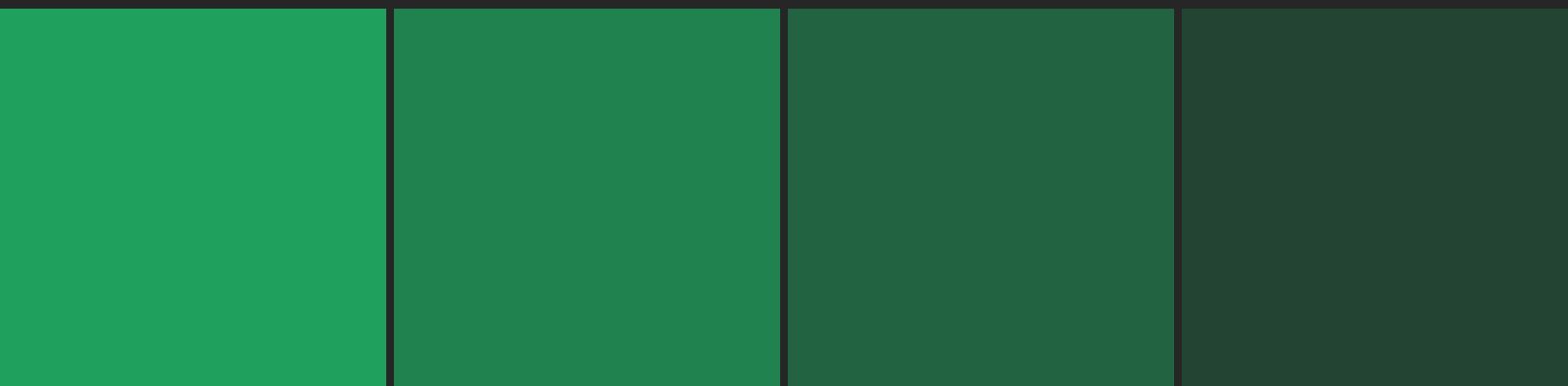
WLC FOR BUSINESS
Corporations, Small Business, Non-Profit



WHOLE LIFE CHALLENGE × SAMSUNG
CASE STUDY

**How Samsung used the Whole Life Challenge
to improve their employee wellness culture.**

PUBLISHED DECEMBER 2018





I brought (the Whole Life Challenge) to Samsung because I wanted to have some of my colleagues do it with me so they could experience the positive impact of the program ... I feel strongly about employees being responsible for their health and I think the program is a great enabler of balance and attention to one's health."

-Leah Davis, Human Resources Supervisor, Samsung

The Numbers

Market/Industry: Electronics

Year Founded: 1936

City/Location: Global

Total Employees participating in the Whole Life Challenge: 400

Number of times played the Challenge: 3

Dates of Challenges: January 2018, April 2018, January 2019



Samsung, a global corporation, has a vibrant employee wellness program. The company reimburses its employees for gym memberships, fitness trackers, vaccination programs, physicals, and weight loss challenges.

Leah Davis, the company's human resources supervisor, had participated in the Whole Life Challenge on her own for three years. She'd found success with the Challenge, so she brought the program to Samsung.

"I felt this program would be good for engagement as employees would realize that we care about them and their health and work/life balance by offering to subsidize and encourage participation in the Whole Life Challenge," Leah said.

The Whole Life Challenge—a six-week lifestyle journey dedicated to improving health, fitness, and overall well-being—differs from typical weight loss or nutrition challenges by using gamification to encourage healthy habits. The Challenge focuses on a holistic approach to health that includes nutrition and exercise as well as sleep, meditation, stretching, and hydration. Games [can be highly motivating](#) per Samsung's findings, especially when played with coworkers, so it was a natural fit with Samsung's existing wellness initiatives.

Samsung covered the entire cost of the Whole Life Challenge for the first 100 employees who signed up for the New Year's Challenge; after that employees paid only \$10 to participate, while the rest was subsidized.

Sara Panei, the wellness coordinator at Samsung, promoted the Challenge at Samsung with signs and emails, and 150 employees joined their first Challenge, including people at offices outside of New Jersey and at-home employees.



The holidays got the best of Christine Fagnoli. The 32-year-old yoga and CrossFit enthusiast typically eats well and exercises, but she overindulged around the holidays. Christine, a finance manager at Samsung, gave in to her sweet tooth and stopped exercising consistently, struggling to stay motivated during the cold New Jersey winter.

Christine needed help getting back on track. When she saw the signs in the New Jersey Samsung offices about the Whole Life Challenge, she decided to give it a try.

"I wanted to restart," Christine said, "to keep myself on track and have that daily reminder to be healthy."

The Whole Life Challenge has three different nutrition levels: Kickstart, Lifestyle, and Performance. Christine was ready for a big change, so she joined at the Performance level, which asks players to remove nearly all grains, alcohol, sugar, and artificial ingredients from their daily nutrition. She'd put her CrossFit membership on hold for December and January and instead focused on taking a 30-minute walk outside every day.

"In January, it's too cold to want to do anything," Christine said, "and the Challenge helped motivate me to walk every day."

All Samsung employees participating in the Challenge were on the same in-game team, which allowed them to see their coworkers' daily points and reflections. The accountability of publicly posting her scores helped Christine stay motivated, and the team element brought Christine closer to her coworkers.

"It was nice to communicate with people via the Whole Life Challenge," she said, "and I liked being able to encourage people and motivate others."

She was able to share her knowledge of health and wellness and give people tips as the Challenge progressed. This was especially helpful because Christine was a relatively new employee at the time.

"The Challenge helped me develop friendships over time and increased community involvement," Christine said.



To encourage participation and camaraderie during the Challenge, Samsung gave out prizes each week, entering participants into a raffle if they commented or interacted with their Samsung teammates on the website or app.

Each week during the Challenge, players are introduced to a new Well-Being Practice, like meditation, organization, reducing time on social media, or connecting with a friend.

Sara, the wellness coordinator, matched the prizes with the weekly Well-Being Practices.

“We gave out health-related items and tried to keep them tied with the weekly theme. (For example) we gave out sleep masks on the week the focus was on creating a bedtime ritual,” Sara said.

Christine appreciated this added element from Samsung, because she said the Challenge was more enjoyable and effective when people communicated within the game platform.

She said the weekly prizes motivated people to interact, encouraging them to share their progress and offer support.



The biggest surprise for Christine was how much she enjoyed the Well-Being Practices. Her favorite was the gratitude habit.

“One week we had to write down three things we were grateful for, and I continued that for the whole month. It was really good when I was having a crummy day to realize there was always something good that happened,” Christine said.

She started the Whole Life Challenge as a way to exercise more and improve her diet, but she was surprised to discover how much she appreciated working on her overall well-being.

“The Whole Life Challenge definitely helped me to start being more holistic,” Christine said, “it super-charged me in that direction.”

Once the Challenge ended, Christine continued the habits she practiced during the six weeks. She kept walking or running outside and made time every day to express gratitude. She returned to her CrossFit gym, and saw a measurable increase in performance. She also started a running group with some co-workers, which she said was entirely because of the Whole Life Challenge.

Christine signed on for another six weeks when Samsung sponsored another Whole Life Challenge in April.

“I like that you can tailor the Whole Life Challenge to fit your level,” Christine said, “you can go strict on the diet or just try to instill a few good habits.”



The positive changes at Samsung continued after the Challenges ended.

"There were definitely some small-scale changes that will have a greater impact over time," Sara, the wellness coordinator, said.

Sara observed some employees continue to drink more water during the day, including some who never drank any water at the office before the Challenge.

"On top of that people are more conscientious of their sleep and (now) aim to get more than usual," Sara said, "and I think the Challenge also provided some good stress tips."

Adding the Whole Life Challenge as a workplace wellness initiative means office conversation often turns to health and wellness tips, favorite workouts, or healthy recipes. Instead of sharing donuts, Challenge participants bring in fruit and nuts.

Healthy habits are contagious, and the Whole Life Challenge is an affordable and accessible way to spark a culture of health at your workplace.



WLC FOR BUSINESS

Interested in Bringing the Challenge to your Company?

We'd love to help – and we'll start with a one-on-one conversation, geared toward helping you understand if the Challenge is right for you and your team. To begin, just contact Jenna Gruttadauria (our highly-responsive Director of Partnerships) by [scheduling a meeting using her online portal](#), emailing jenna@wholelifechallenge.com, or calling (323) 432-0930.

For more information...

visit business.wholelifechallenge.com and the [Getting Started](#) page.



Business.WholeLifeChallenge.com