

Winning at workplace wellbeing and productivity

*Beating employee
disconnection & churn*

The GoChallenge mission

GoChallenge uses the power of movement, social motivation and technology to transform workplace wellbeing and productivity.


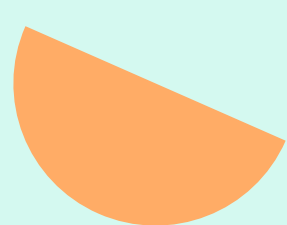


A growing problem

There's a huge change taking place in the workplace – for the first time ever people are putting their physical and mental wellbeing above all else.

A business' main asset – its people – are struggling. Stress and burnout are at an all-time high, bringing with it overwhelming feelings of isolation and demotivation.

This impacts productivity and can increase the likelihood of employees leaving a business – we've seen it with headline grabbing movements like 'quiet quitting' and the 'great resignation'.



What HR leaders are saying

We've spoken to HR professionals across the globe and they've highlighted the following areas of concern:

Employee disconnection

Employees feel more disconnected from their colleagues. Connection is the magic glue that holds high-performance teams together – the less connected we are as colleagues, the less successful your workplace will be, which can hurt your bottom line.

Employee churn

Blurred lines between home and work life can mean that people feel less engaged in your company culture. This often leads to feelings of isolation causing talented people to leave your business behind.



Sedentary lifestyles

The NHS (National Health Service – UK) defines a sedentary lifestyle as anything less than 30 minutes of intentional exercise a day (<5,000 steps). It causes obesity, diabetes and stress and can contribute to serious diseases such breast cancer, colon cancer and heart disease.

“A sedentary lifestyle is as harmful to your health as smoking.”

– The US Surgeon General

What employees tell us

We’ve also spoken to employees and their primary concerns in the new world of work are:



43%

Weight gain

33%

Mental health

32%

Stress

Source: 4000 employees / 1000 employers in US, UK, Singapore and UAE)

The solution

GoChallenge brings a bold new vision for how organisations and their people can thrive in the new era of work. We've carried out in-depth research to develop a technology platform that reconnects teams through exercise, activity and common goals.

We work with forward-thinking businesses that strive for an employee-lead culture, and understand that employee wellbeing is absolutely critical for advancing corporate objectives and boosting the bottom line.



Our science-backed benefits

1. **Better connection, communication and collaboration**

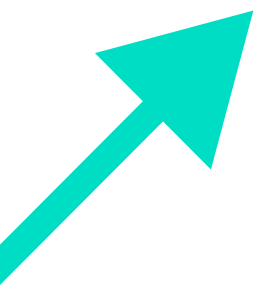
We help you and your team develop a shared purpose; bust departmental silos; overcome turf wars; promote cross-company collaboration; share information and learnings effectively in remote or hybrid workplaces; and more.

2. **Increased happiness and productivity**

GoChallenge is proven to create happier, healthier, high-performance teams.

3. **Higher talent retention and acquisition**

GoChallenge enables your company to stand out from the crowd and demonstrate to your employees that you support and care for them.



The three pillars of personal wellbeing

While hard work is important, we now know that a more balanced approach is needed. This will help to boost performance, manage stress and avoid burnout.

These three pillars of personal wellbeing are the driving force behind GoChallenge.



Exercise

Healthy
Eating

Sleep



Why exercise is so important

Exercise is proven to be the most effective way to break the unending cycle of negative energy in your life. A single 30-minute brisk walk increases your heart rate, which pumps more oxygen to your brain, immediately increasing

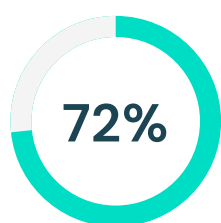
levels of mood-boosting hormones like dopamine, serotonin and noradrenaline.

Exercise can lead to life-changing benefits such as:

- Increased energy levels
- Improved resilience
- Breaks down stress
- Improved mood, confidence and self-esteem
- Supports weight management
- Better sleep
- Increased brain function and focus

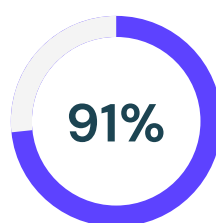


But don't take our word for it. Studies show that on days that people exercised their experience at work changed for the better. Here's some of the headline stats:



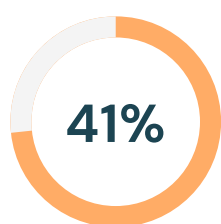
Improved in
time
management
and workload
completed

International journal
of Workplace Health
Management



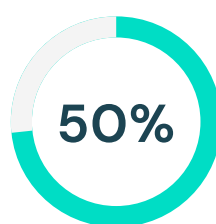
More engaged
with
company's
mission and
vision

MeQuilibrium



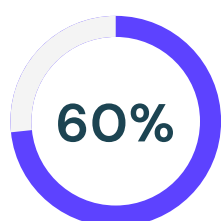
Increased
energy and
motivation
levels

Leeds Beckett
University



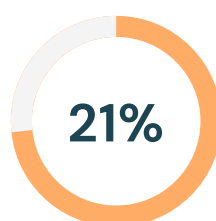
Happier

OnePoll
commissioned by
Oxygen



Reduced levels
of anxiety

Frontiers in
Psychiatry



More
productive

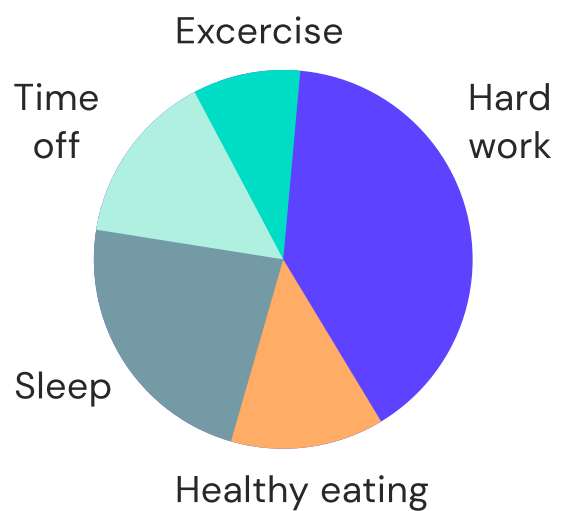
Oxford University –
Saïd Business
School

The cornerstone of the GoChallenge solution

What I thought would
make me productive



What actually makes
me productive



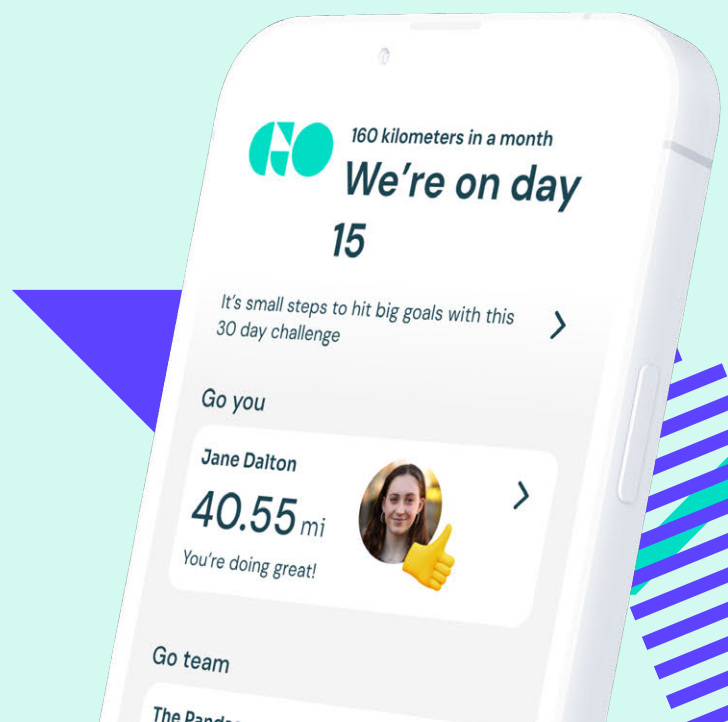
Give your business a new competitive edge

Your key competitive advantage isn't your products or services – it's the people powering your business. To enable your team to consistently perform at a high level you need to support and boost their physical and mental wellbeing.

During Covid-19, there was little time for businesses to take stock and make sure they leveraged this once-in-a-lifetime opportunity to put employee wellbeing at the heart of everything they do.

At GoChallenge we passionately believe that your employees's mindset, their productivity levels and your organisation's bottom line are all intrinsically linked to your team's personal wellbeing.

The most effective way to help your employees to feel good is empowering them to be active during their working day. That's where our challenges come in.



How it all works

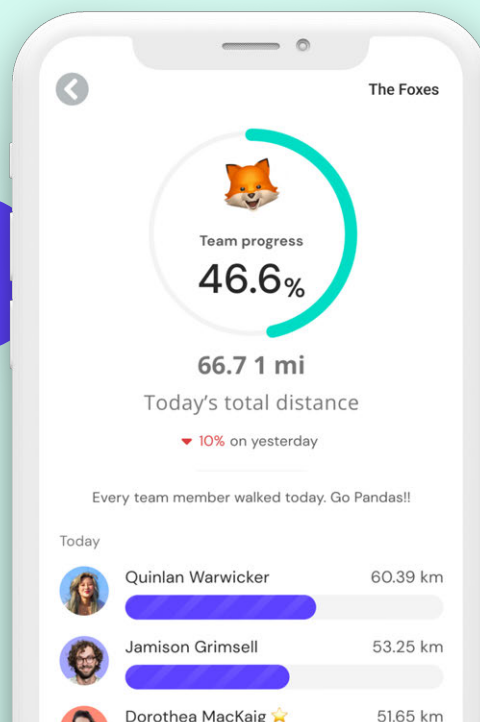
Our challenges are designed to help and motivate your team to get a minimum of 150 minutes of the recommended weekly aerobic activity in a time efficient and enjoyable way.



**150 minutes of
recommended
exercise per week**

By cultivating a sense of community and friendly competition, your people can connect and bond over something other than work. Our app breaks down the barriers of time, location and team.

Completing challenges as a team fosters improved connectivity, trust and confidence in each other's ability.



Get up and running, fast

A dedicated GoChallenge Success Coach works closely with you and your team to design challenges that will inspire and motivate your organisation.

Spread the word

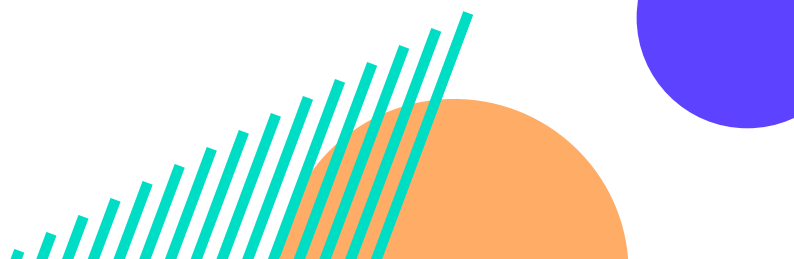
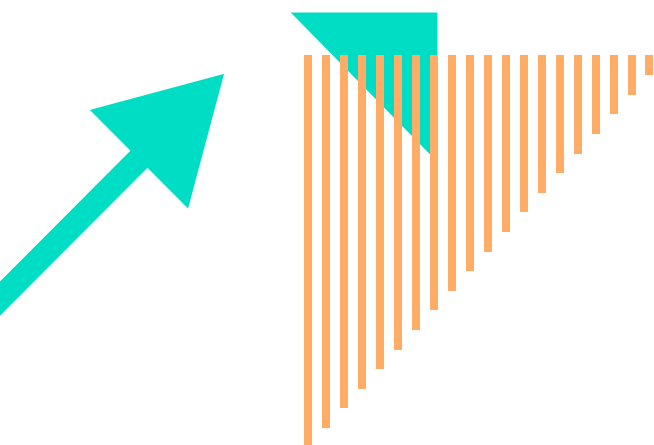
We provide a playbook of everything you need to make the challenge a success, including email and poster templates to share online or hang in the office to create awareness and excitement.

Eye on the prize

We have a portfolio of prizes to suit all budgets and increase challenge participation. Not only that, participants will receive digital badges highlighting their achievements.

Form habits of a lifetime

Science tells us that it takes a minimum of 21 days to form a new habit and a minimum of 90 days to create a new lifestyle. Our challenges can be done as a one-off activity, but we recommend doing six bi-monthly challenges over the course of the year, with a larger prize on offer for those people that complete all six.



Feel the positivity

This program of challenges creates an infectious wave of positivity in your organisation where employees are influenced and mimic the healthy actions of their colleagues. Even employees that are not participating are positively affected by the GoChallenge wave.

A platform with ❤️

Our core aim is to help develop happy, healthy, high-performance teams. At the end of each challenge we provide you with a HEART report based on everyone that takes part.

This measures:

- Happiness
- Engagement
- Adoption
- Retention
- Team Success

By monitoring this criteria you'll be able to track progress within your team over time.



Rise to the challenge!

Research tells us that people who feel supported by their employer are 91% more engaged with their company's mission and vision. GoChallenge is a tangible and positive way to show your people that they're supported and valued.

The future belongs to forward-thinking companies that lead with humanity and develop a corporate culture that puts employee wellbeing at its heart.



We're starting a *movement* movement

Ready to step up and join the workplace revolution?
Contact GoChallenge today.

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gochallenge.com