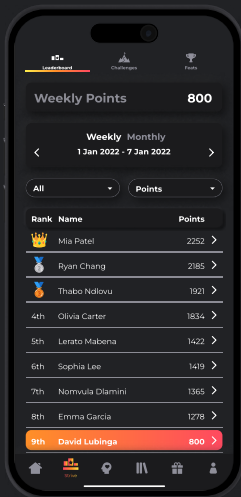


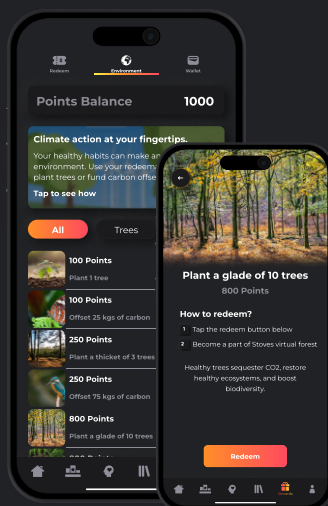
# Welcome, Wellness Champion

Congratulations on being nominated as a Strove Wellness Champion! Your company has recognised you as a great candidate to help cultivate a culture of health and well-being within your organisation through your enthusiasm and determination to achieve wellness while encouraging others. Thank you for sharing this passion with your colleagues and naturally embodying the wellness principles you advocate for.

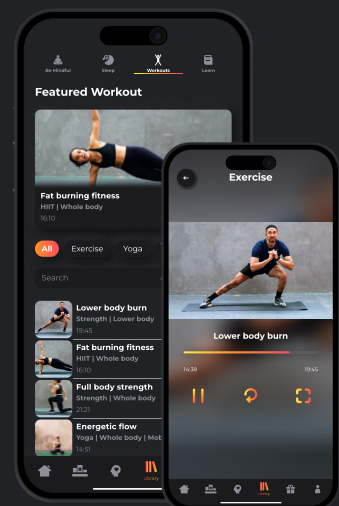
Through this role you'll be able to positively affect your workplace community and environment by integrating and promoting wellness initiatives in the workplace. As a wellness champion you'll be a visible, approachable contact for fellow employees. Employee wellbeing and resilience is dependent on various different factors including physical and mental health, healthy relationships and a healthy work environment. Strove aims to provide you with strategies and resources to foster and promote well-being across these different components. **See below the Strove Wellness Features:**



Get competitive with Strive **Leaderboards**.



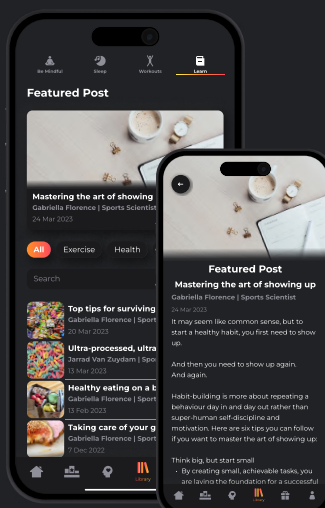
Get **Rewarded** for healthy living.



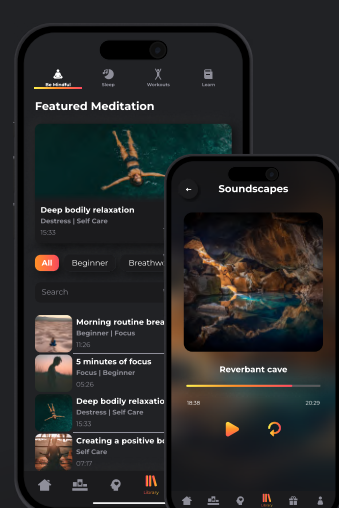
Enrol in **Challenges**, complete **Workouts**, and achieve **Feats**.



Join **Groups**, give **Likes** and build habit **Streaks**.



Learn something new in the **Learn Portal**.



Take a deep breathe with **meditations** and **sleep** features.

# How to use Strove

## Walkthrough Video

Take a virtual tour of the Strove app using this [video](#) for a step-by-step guide on how to use the Strove app.

## Onboarding Guide

The Strove onboarding [guide](#) includes tips on getting started, connecting your fitness activity tracker device(s), using the Strove app features, and the point allocations for different activities.

## Roles and responsibilities

As a wellness champion, you'll be tasked with driving internal communication of wellness program information to your team from a trusted source, connecting with and educating your colleagues about ongoing wellness program offerings from Strove. This naturally boosts levels of engagement with wellness strategies by motivating colleagues to participate and share their experiences.

- Distributing weekly motivation messages to encourage the team to get involved in the Strove campaigns and company wellbeing events.
- Normalise conversations about wellness in the workplace.
- Being the point of contact between the workforce and company leadership.
- Distributing Strove campaign information and wellness infographics.
- Promoting the completion of the Strove Insight Survey.
- Assisting new Strove users to come on board or directing them to the Strove support team.
- Communicating user issues or technical difficulties to the Strove team.
- Organising and participating in wellness events (if applicable).
- Providing recommendations and new ways to improve your wellness program or increase participation.



## Strove Wellness Resources

- **Monthly newsletter:** A monthly newsletter is sent out at the start of each month introducing the wellness theme and an accompanying challenge.  
**Weekly mailer:** Weekly update mailers are sent out at the start of each week with a leaderboard update, links to relevant wellness content, and tips to succeed in the month's competition.
- **Articles:** Various wellness articles can be found in the Learn section on the Strove app. These articles are designed to help users lead a healthy life and keep up to date with wellness trends.
- **Infographics:** Visually appealing infographics based on the month's wellness theme will be provided.

## Tips to promote the success of wellness initiatives:

- **Routinely communicate.** Ensure that your team understands how to download and register on the Strove app, sync activity data, and engage with the various offerings from Strove.
- **Be visible.** Actively participate in Strove campaigns to serve as a role model.  
**Encourage engagement with Strove features for stress management.** These features include guided meditation sessions from the Thrive section and reading articles from the Learn portal.
- **Share wellness stories.** Testimonials can be an effective motivation tool.
- **Participate in wellness events.** These include Strove events like virtual yoga sessions, or company events such as "lunch and learns", after-work exercises, etc.
- **Keep things fun.** Add humour, vitality, and creativity to encourage prolonged engagement in Strove offerings.



# Setting employee wellbeing goals

Design an innovative approach to achieve well-being goals.

1. **Identify what everyone in your team is aiming to achieve.** This can include a broad range of goals including healthy eating, running a marathon/half marathon, completing your first 5km walk/run, practising mindfulness, etc. The goals can be a stretch, but ultimately need to be achievable.
2. **Make the goals measurable and specific.** Assign targets or values to goals to quickly and easily assess whether your team has achieved the goal, or perhaps how close your team is to achieving their goals.
3. **Track progress.** Host weekly team meetings to check in and determine how the team is progressing with their wellness goals. This can be a source of motivation highlighting how far the team has progressed towards the goal.
4. **Support your team.** Show empathy, acknowledge milestones, and ensure team members feel supported.

## Activities you can organise as a wellness champion

### Weekly get-togethers

- Coffee catch-ups (in-person and virtually)
- Monthly breakfasts
- Quiz nights (in-person and virtually; individual or team-based)
- Weekly wellness check-in
- Celebrate each team member's birthday

### Community care

- Participate in charity walk/run events
- Volunteer to walk dogs from an animal shelter

### Environmental activities

- Beach/outdoor clean-ups
- Explore a nearby eco-park
- Participate in tree planting initiatives/community gardens.

### Fitness events

- Virtual fitness events
- Yoga and meditation classes
- Team walk or hike

