

# 8 Tips to run a successful workplace fitness challenge

Workplace fitness challenges can offer more than physical benefits. The friendly, competitive spirit of the challenge can spill over into other aspects of work, resulting in improved teamwork and collaboration. Here are eight strategies you can use to help create a successful challenge that works for all your employees!



## 1. Define your goals

Set clear goals for your fitness challenge, whether hitting a step count target, reaching personal bests, or simply getting more active.

## 2. Determine the duration

It should be long enough to create a habit but not so long that employees may lose interest. Up to six weeks is often ideal.

## 3. Create a communications plan

To keep participants informed and motivated, consider a kick-off event to generate excitement and provide an overview of the challenge. Use regular emails, a dedicated intranet page, or a social media group to share updates, tips, and motivational messages throughout the challenge.



## 4. Make it fun for everyone

Design a challenge that caters to various fitness levels and interests. Include activities beyond traditional gym workouts – think walking, yoga sessions, or lunchtime fitness breaks. Remember to include options for remote employees.



## 5. Form teams

Encourage team-based participation to foster camaraderie and friendly competition. Create teams that mix departments and experience levels for a more engaging experience.

## 6. Use technology to simplify challenges and tracking

A fitness solution like Aaptiv allows employers to easily manage workplace fitness challenges and employees to track their activity and progress.

## 7. Offer incentives and recognition

Incentives can go a long way toward motivating participants. Offer a variety of prizes, from gift cards and healthy snacks to fitness equipment or even an extra vacation day. Recognize individual and team accomplishments throughout the event.



## 8. Gather feedback and adapt for the future

After the challenge, survey employees to learn what worked well and what could be improved. Use this information to make the next challenge even more successful.



We see fantastic results with clients who use Aaptiv as part of their wellness program and run fitness challenges within the app. Employee engagement increases, and companies report the positive feedback they receive. Best of all, employees can continue to use the app long after the challenge is over to continue an active lifestyle.

Ashley Summers,  
VP of Customer Success at PEAR Health Labs

## Aaptiv: an all-in-one employee well-being solution

Aaptiv offers personalized AI-powered coaching, a library of 10,000 trainer-led digital workouts, a network of 20,000 gyms and studios and the ability to create employee challenges within the app. With seamless integration, Aaptiv simplifies implementation and tracking for HR professionals, making it an ideal choice for enhancing employee well-being.