



## A DIFFERENT KIND OF WELLNESS

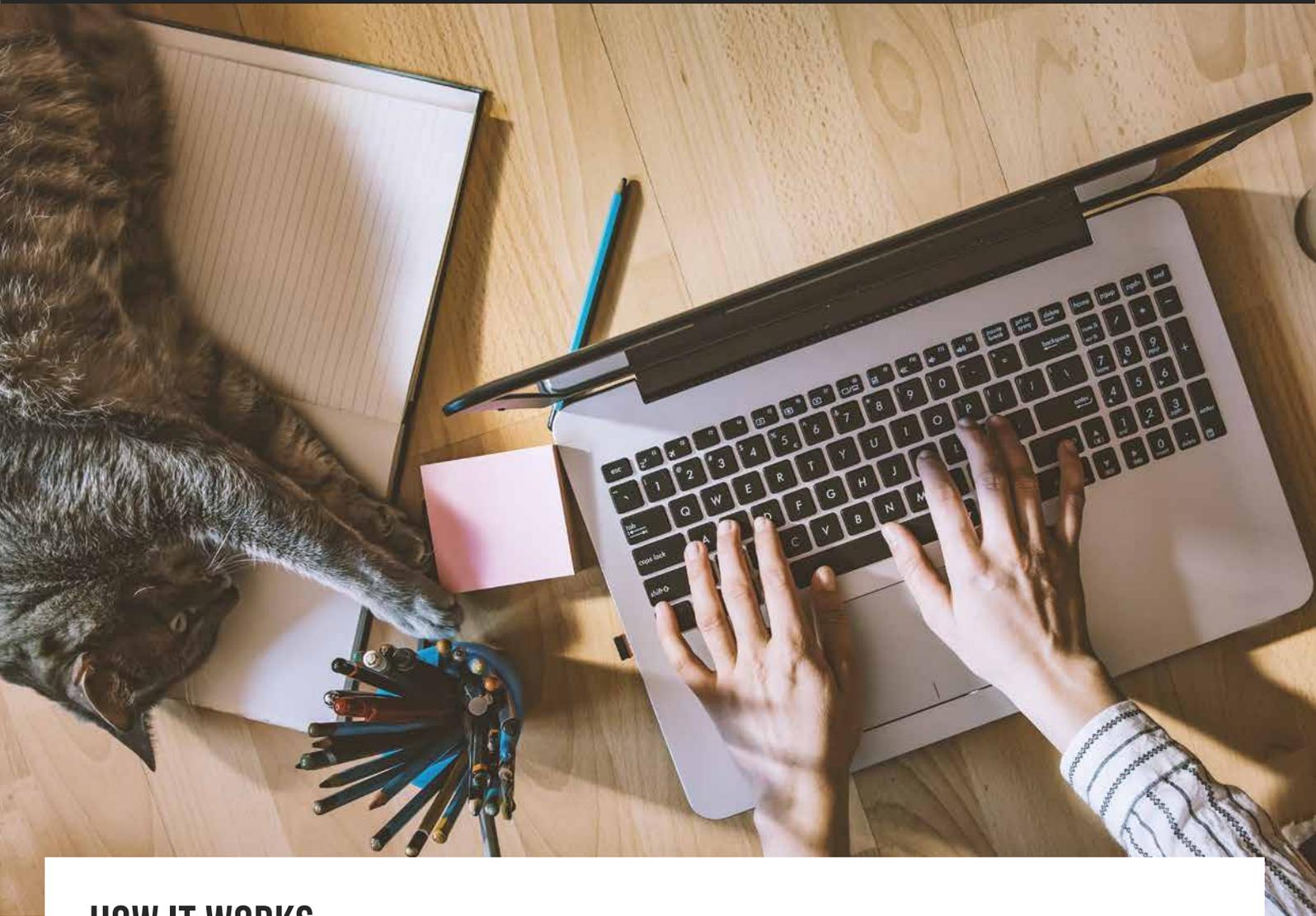
**The Whole Life Challenge is a different kind of wellness program** – one that will transform your company’s culture by giving your employees a real, effective tool to improve their lives.

We focus on the basics, like nutrition, hydration, and exercise.

**But we also do the things that make life worthwhile** – connecting with friends, understanding our relationship with technology, reflecting on the day, making sleep a priority.

And we do it in a team environment, where support comes first (and competition isn’t the point).

**The result is actual change**, and our focus on habits and happiness (rather than weight loss) means that everyone will want to play, regardless of where they are in their journey toward well-being.



## HOW IT WORKS

The Challenge goes for 6 weeks. Each day, for 42 days, you and your employees will earn points for completing each of the **7 Daily Habits**.

### NUTRITION



Eat nutritious, healthy foods from your **food list**

### EXERCISE



Be active 10 minutes a day

### MOBILIZE



Stretch 10 minutes a day

### SLEEP



Sleep for a duration you select, one that leaves you feeling rested

### HYDRATE



Drink ounces of water equal to your body weight (in pounds) ÷ 3

### WELL-BEING



Learn weekly practices to help you feel happier and more connected

### REFLECT



At the end of each day, write briefly about how the day went



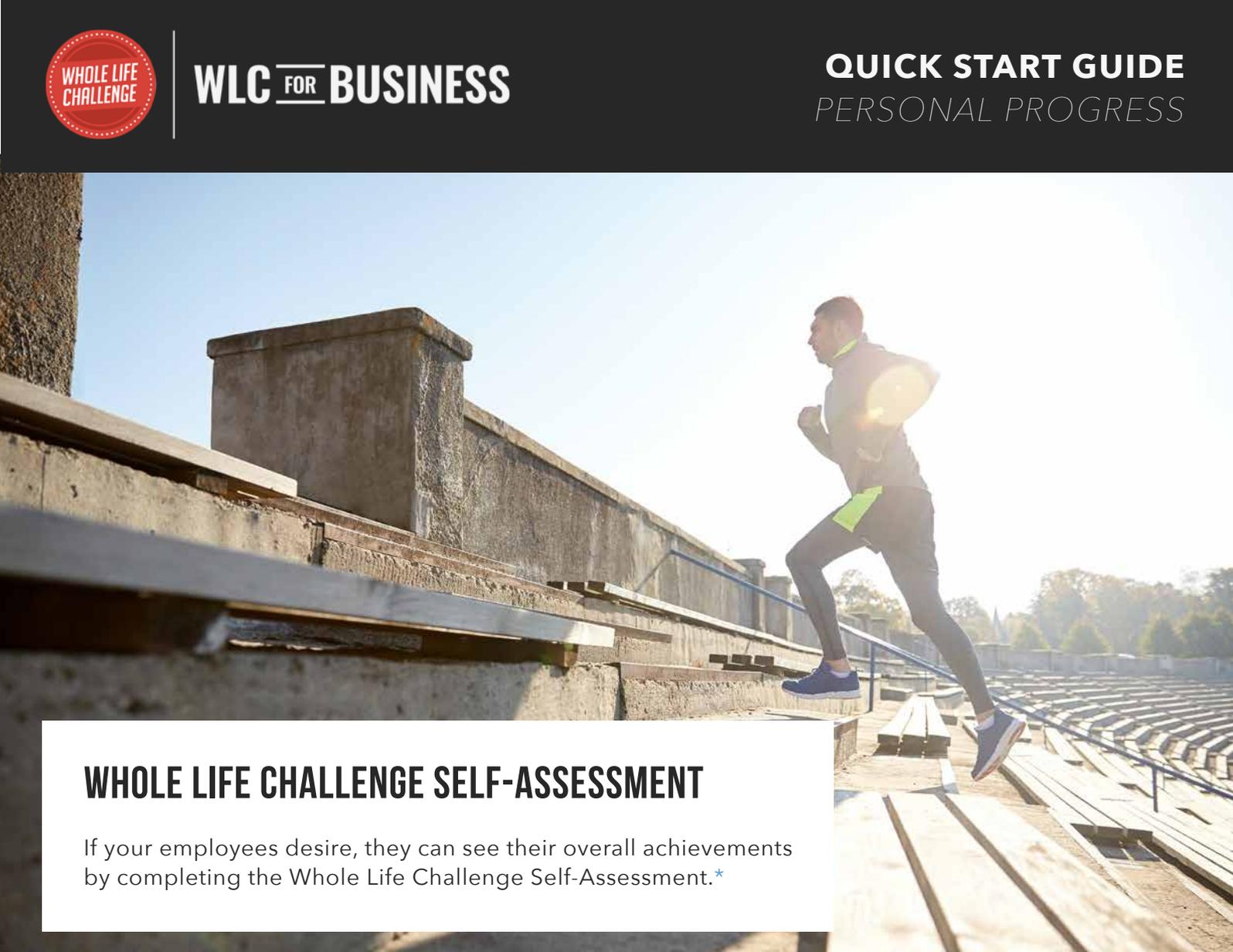
## SCORING

Each Habit is worth 5 points per day.

Your players will record their points on the WLC website, the iOS App, or the Android App, staying on track and accountable for their progress. Leaderboards are available to show how everyone is doing, and individual charts show personal progress. All scores are yes/no – players receive 5 points for completion, 0 points for non-completion.

**The exception is the Nutrition score.** Players start the day with 5 points and deduct 1 point for each serving of non-compliant foods they consume.



A man in athletic wear is running on a track, with a large stadium seating area visible in the background under a clear sky. The sun is low in the sky, creating a lens flare effect.

## WHOLE LIFE CHALLENGE SELF-ASSESSMENT

If your employees desire, they can see their overall achievements by completing the Whole Life Challenge Self-Assessment.\*

**It starts with Phase I**, where they'll record the basics (like height and starting weight) along with what we call "quality of life" questions – measurements of attitudes and feelings toward different parts of the health and fitness journey.

**If they desire, they can continue to Phase II**, where they'll answer additional quality of life questions, record hip and waist measurements, do a benchmark workout, and upload a "before" photo. This phase is a bit more in-depth, but takes less than a half hour and gives players a very good idea of where they've started the Challenge.

**Finally, players can continue into an optional Phase III**, where they'll enter bloodwork measurements – triglycerides, LDL/HDL, glucose levels, and A1C markers. They can also opt to record body fat percentage, resting heart rate, and blood pressure. While we don't anticipate everyone will do this, it is truly the best way for players to know where they stand physiologically – and the best way to see how their measurable health has improved over the course of the Challenge.

**The Self-Assessment is also completed at the end of the Challenge**, giving players who participate a clear view of how their physical and mental measures have changed over the course of the Challenge.

*\*All Self-Assessment data is kept private unless employees choose to share their results.*



## RESOURCES FOR TEAM LEADERS

Whether you choose to lead personally or to delegate the responsibility, your designated Team Leader will have plenty of support before and during the Challenge.

- The **Partner Resource Center** has everything you'll need to let your employees know about the Challenge and get them enrolled.
- Each week throughout the Challenge, **Team Captain Support** will provide leadership guidance and tools for improving the employee experience.
- A unique, **Captain-only Dashboard** allows you to see who is doing well, who is falling off, and where they're struggling, allowing your leadership team to offer support for those who need it.
- You'll have the ability to **create Sub-Teams**, perfect for keeping your teams tight-knit. Divide by department, responsibility level, or simply let your employees form their own teams.
- If you need any help at all, **our customer service team is one click away**, ready to answer any question you might have regarding the Challenge.



## RESOURCES FOR PLAYERS

The Whole Life Challenge is “player first.” As such, we have plenty of content and support to give players the best possible experience.

- The [Whole Life Challenge Blog](#), published daily, contains recipes, exercise videos, inspirational articles, podcasts, and follow-along instruction, giving players an ongoing resource to “learn by doing.”
- Players also receive weekly coaching via email, giving them practical and effective ways to pursue the 7 Daily Habits – from ways to prepare meals at home and hit their hydration goals to tips for getting better sleep.
- The [Official Whole Life Challenge Facebook Group](#) is a private, invitation-only resource for players, where they can ask questions, receive guidance, blow off steam, or just their meet fellow Challengers.
- Our [customer service team is available to your employees](#) as well, ready to answer questions about nutrition, gameplay, or anything else they might need help understanding.



When you're ready to get started with the Whole Life Challenge, there are just a few steps to complete:

## 1. CHOOSE YOUR CHALLENGE

**Decide which Challenge you'll join.** We host four per year, with tens of thousands of individual participants and hundreds of business joining us for each iteration. Challenges happen in January, April, July, and September.

[Review Upcoming Dates \(.pdf\)](#)

## 2. DECIDE HOW YOU'LL PLAY

**We offer two ways to join the Challenge.** You can become a License Partner (where your business pays for each employee's enrollment cost) or a Revenue Share Partner (where your employees pay for themselves). For a complete overview of the two models, click below.

[License Partner vs. Revenue Share Partner Guide \(.pdf\)](#)

## 3. BECOME A PARTNER

**Regardless of your decision (License or Revenue Share),** you'll need to register your Team for your desired Challenge. Revenue Share Partners register online, while License Partners register during a quick one-on-one meeting with our Business Team.

[Register Your Revenue Share Team](#) or [Schedule a meeting to Register Your License Team](#)

## 4. BUILD YOUR TEAM

**Once registered,** we'll give you access to our complete suite of team-building materials, along with one-on-one guidance every step of the way.

### Have Questions?

We're happy to help. [Click here to contact the WLC for Business staff.](#)