



# Comprehensive Checklist:

How to implement a **successful on-site workplace fitness program**—and the common mistakes to avoid!

Over  
**100**  
Clients

Serving Over  
**250,000**  
Lives

Operating In  
**35**  
States



**John F., Project Manager**  
*LA Metro Transportation Authority*

"Our overall experience with Strive has been very positive, they've gone above and beyond! I'd recommend them to any company that wants to bring on-site fitness to their employees."

↑ **Culture of Health**  
↑ **Engagement**  
↓ **Health Risks**

clients we serve:



Interested in on-site fitness and wellness services?  
**Contact us today.**



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[Strive2BFit.com](http://Strive2BFit.com)

## **On-site fitness programs are more popular than ever and serve as one of the many pieces of an overall workplace wellness puzzle.**

Strive has implemented a full suite of on-site fitness and wellness programs for organizations in virtually every industry sector for more than a decade. Through this experience, we have identified the **key elements that make for a successful program**. Perhaps more importantly, we have learned the critical mistakes to avoid—the ones that can flop these programs before they even begin. We have summarized this vital information in this comprehensive checklist for you to use—we hope you find it helpful.

## **If you're wondering what an on-site fitness program involves, here are some examples of typical offerings that we help organizations incorporate into their wellness programs:**

- On-site fitness classes (yoga, functional fitness, aerobics, boot camps, Zumba®, mindfulness/meditation, stress management, etc.)
- On-site fitness centers
- Walking and stretching programs
- Fitness challenges
- Personal-training/fitness coaching

## **One of the benefits derived from on-site fitness initiatives is the positive impact they have on the overall culture of health and well-being for the organization.**

In routinely surveying customers with successful on-site fitness programs for more than ten years, we have found these initiatives to not only provide employees with an outlet to exercise, but to also have the following positive impacts on the organization as a whole:

- Improve Employee morale
- Increase Engagement and productivity
- Strengthen team building
- Reduce workers comp claims
- Reduce stress



# Here is the **ultimate checklist** for implementing a **successful** on-site workplace fitness program:

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## Proper budget planning and analysis

Most on-site fitness programs tend to be ongoing, so we advise our customers to prepare an annual budget for these offerings. The last thing you want to do is to pause a program half-way through the year because of poor budget planning. Specific programs can be tailored to achieve goals and fall within established budgetary parameters.

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## Employee needs/interest survey

It is crucial to understand which programs employees want or need, and when they would be interested in attending. We would be happy to provide you with an optimal set of survey questions or to fully administer a needs/interest survey to your employees at no cost. Send us an email at [Well@Strive2Bfit.com](mailto:Well@Strive2Bfit.com) and let us know how we can help.

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## Liability waiver management

We frequently encounter instances where organizations utilize flawed online published templates and manage the process through manual delivery methods such as email or with paper copies. Further, many of the waivers we have seen would not pass muster with internal legal departments or even applicable federal regulations. This is not only administratively burdensome for whoever is managing/coordinating the program but potentially also exposes the organization to colossal liability risks. We strongly recommend following a HIPAA and ACA-compliant liability waivers process. Effective waiver distribution can be facilitated by using an integrated online electronic system before allowing employees to enroll in any of the activities. One of the many benefits of working through a wellness management company like Strive is to mitigate the risks associated with this process by ensuring that the necessary language specific to your industry and applicable regulations is included.

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## Registration process/portal

It is essential to have employees enroll in planned activities. This allows you to plan for class sizes and potentially limit participation levels to within room, equipment, or facility constraints. Another thought behind this process is that if there are any changes to the logistics of the program such as when a particular event is changed or canceled; you can

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promptly notify employees who have specifically enrolled in the programs vs. sending out mass emails that might be perceived as annoying to the entire population.

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### Pre-planned schedule and logistics

We recommend preparing a calendar schedule in advance and pre-planning for all logistics involved (room reservations, communications, instructor assignments, incentives, music, equipment, etc.)

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### Implementation plan and kickoff communications

As much as we think employees will be lining up at the door for the free yoga class, it is crucial to strategically plan out the implementation, program launch, and kickoff communications to ensure high participation and engagement levels over time.

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### Compelling marketing/engagement mix

We've found that our most successful and engaging client programs all have a unique blend of marketing components to keep the employees engaged in the program activities. Half the challenge is ensuring that the employees are aware of the programs, and this includes new-hires as well.

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### Ongoing communications

We recommend engaging enrollees on an ongoing basis to keep them informed on developments and to consistently solicit feedback on the program activities through mechanisms such as employee satisfaction surveys.

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### Leadership support

Like most successful company initiatives, the employee fitness program requires leadership support. We've seen a lot of success with one or more of the program communications delivered directly to employees from leadership.

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### Employee Recognition

We recommend recognizing employees for their participation and achievements made in these programs. This could take the shape of an employee recognition section in the monthly wellness newsletter or the in-person recognition during company-wide events.

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**Ability to attract new participants and actively engage current participants**

This one is pretty straightforward but a crucial ingredient for a successful ongoing program.

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**Measurement of participation and engagement levels to make any necessary programmatic changes**

We have found that tracking actual employee participation is very helpful in making any changes to the program. We view this element to be so valuable that we provide monthly summary reports on the utilization and engagement data to our customers at no additional cost.

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**Integration with the overall wellness program, including incentives**

It is beneficial if you can successfully track and tie-in the individual participant data of these programs with any other wellness incentive programs.

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**Appropriately qualified, certified, and credentialed instructors and specialists**

It is supremely important to have adequately credentialed specialists deliver these types of services to your employees and to verify those credentials to be current at all times

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**Employer-sponsored programs**

Over the years, we've assisted more than 100 organizations with both employer-sponsored and employee-paid programs or a combination thereof. Without exception, the employer-sponsored programs are by far more successful. We strongly urge employers to pay for these programs if they want to ensure program sustainability and ongoing success.

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**Compliance with collective bargaining and employment agreements**

Often organizations overlook various provisions under employee or labor union agreements. Is time spent on wellness activities paid for or not? Which employee information is protected from supervisors or HR? Are alternatives to earning incentives

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provided for the employees who cannot participate? An experienced wellness company like Strive can successfully help navigate through these and many other tricky compliance issues.

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### Injuries and Safety

Avoiding injuries and assuring employee safety should be of paramount concern to organizations seeking to eliminate potential liability exposures from fitness programs. To avoid these issues, a successful track record and “zero” insurance ratings of the service provider such as Strive is essential. A capable wellness services company should also be able to fully indemnify the organization.



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### Quantitative measures of success

Demonstrating program success using various quantitative measures is essential from an overall population health management perspective. Strive has developed evidence-based fitness screening methods, including parametric measurements along with the statistical analysis to demonstrate improvements in key biometrics for chronic diseases such as obesity, diabetes, and hypertension. Please contact us for more information and case studies.



## Common Mistakes:

1. Allowing employees to lead classes or programs.
2. Not developing a comprehensive employee notice and liability waiver process.
3. Allowing employees to walk-in to a program event without first completing a liability waiver.
4. Not utilizing an electronic program enrollment process.
5. Not having a suitable program coordinator to handle day-to-day administration.
6. Inadequate ongoing communications or engagement components.
7. Hiring instructors as independent contractors and not conducting the necessary ongoing credential verifications and background checks.
8. Insufficient general and professional liability and workers comp insurance coverage for instructors.
9. No full indemnification of risk related to the provision of services by your provider.
10. Not tracking and reporting data to measure program success and make program changes.
11. Underestimating the amount of administration involved with delivering and managing these programs internally.
12. Not having back-up instructors in case of any unplanned emergencies or turnover.
13. Distributing frequent mass, unsolicited, and unapproved email communications.
14. Keeping leadership in the dark and uninvolved on program successes.







# Delivering 500+ turnkey on-site fitness, yoga, and mindfulness classes each week

Registration portal and liability waiver management

Reporting | Nationwide instructor coordination

Marketing and communication tools

## Our Services:

- On-site fitness, yoga, and mindfulness/meditation classes
- Fitness center design and development
- Fitness center management
- On-site wellness coordination
- On-site stress management programs
- Musculoskeletal conditioning programs (MSK)
- Fitness and wellness challenges
- On-site fitness, nutrition, and health coaching
- Educational workshops
- Health and fitness screening events



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