

EMPLOYEE WELLNESS- 6-WEEK CHALLENGE

ALL YOU NEED TO DO



SELECT A START DATE

We do the rest

MARKETING MATERIALS

Marketing emails, flyers
and social media

SIGN UP PORTAL

Online sign-up and
scheduling portal

WELCOME EMAIL

Clear communication
from day 1

THREE 1-ON-1 MEETINGS

Personalized attention

BIOMETRIC SCREENINGS

Scale and non-scale
victory tracking

FOUR SEMINARS

4 x 30 minute seminars for
success and education

DAILY HABITS

Personalized mobile app
for communication and
accountability

WEEKLY POINTS & PRIZES

Group accountability via
communication and
challenges

WEEKLY CHALLENGES

Simple mini challenges
to enhance
accountability

PERSONALIZED SUPPORT

Online sign up portal and
client scheduler provided

ONGOING SUPPORT

Success beyond the
challenge

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12thStateNutrition.com



Employee Program Offerings

- **Employee Wellness Challenge (6-weeks)**

- All marketing materials and administrative tasks handled by 12th State Nutrition
- Holistic focus: Nutrition, Movement, Sleep, Stress
- Individualized: Initial, midway, final 1:1 meetings (virtual)
 - Biometric analysis (in person): Initial and final
- Group Engagement
 - Four seminars (Kickoff, Week 2, Week 4, final)
 - Points for completing habits in the app
- Daily and weekly engagement
 - Personalized App with goals/tracking daily
 - Weekly personal communication via the app
- Final wrap up seminar

- **Ongoing Group Support (beyond the challenge)**

- Ongoing access to the personalized app
- Monthly video discussing group habits/focus - leverage challenge leaderboard to increase engagement and consistency
- Leverage the group feature in the HSN app to increase communication - share recipes weekly
- 4 pieces of nutrition email content/month

- **Individual Nutrition Coaching**

- Partnership based approach
- Initial hour-long discussion
- Nutrition app for daily accountability and communication
- 2 x Weekly check ins
- Monthly face to face planning and goal evaluation with body composition analysis
- Education, accountability and support



Client Reviews...

"I think the app and check-ins are a big part of my success and I think small and manageable goals a little at a time feels like the right pace. "

"I appreciate you providing me with the tools necessary for good nutrition and it not being a short term diet. All of this has lead to better performance, sleep and body composition."

"...after struggling for years to stay on track with my nutrition goals. I found that previous nutrition plans I had tried or coaches I had worked with hadn't provided me with a sustainable plan. That completely changed when working with 12th State Nutrition"

"I was referred to 12th State Nutrition and within the first few minutes of our first official session they diagnosed a very significant issue I was struggling with related to my workouts, nutrition and energy and suggested a solution that immediately resolved the issue entirely."

"They use a habits-focused approach that is simple and straightforward, yet yields sustainable and significant results that far surpass any 'diet' or calorie-counting regimen I've tried in the past. Their method of stacking habits and building on gradual progress makes improving nutrition both enjoyable and motivating."



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