



THE 30-DAY CHALLENGE

Content Areas: Financial Well-Being, Nutrition, Movement, Work / Life Integration

Duration: Four Weeks

Description: Creating new, healthy habits takes time, commitment, support, accountability and other coaching tools. **The 30-Day Challenge** provides an opportunity to focus on one of four focus areas:

- Daily Moving
- Healthy Eating
- Balanced Living
- Smart Spending

With the help of a health coach, you'll apply daily action items to bring about positive change in one of these four focus areas. The goal is to work toward practicing new, healthier behaviors daily or at least 80% of the time – the tried-and-true 80/20 rule makes great sense! Through reflection and revision, you'll have the tools and skills needed to make positive, behavioral changes in daily routines. Focusing on a single area allows self-improvement to feel manageable, do-able and less intimidating. And because we believe in a holistic approach, the benefits are far reaching. Additional recognition and rewards are an added incentive for anyone who completes **The 30-Day Challenge**, in addition to the improved health, well-being and life satisfaction you'll experience!

Overview:

- Part 1 – Welcome
- Part 2 – What Can You Learn?
- Part 3 – Celebrate Focus, Consistency & Flexibility
- Part 4 – You Run the Day
- Part 5 – Wrap Up & Reminders

Key Components:

- Reporting – Aggregate participation reporting
- Resources – Weekly, themed encouragement email; participant workbook tracking tool
- Support – Unlimited access to Wellness Specialist; weekly 45-minute onsite or virtual group meeting

Investment: Starting from \$1,250