

CASE STUDY

Fighting Stress & Fatigue in Finance

How a 20-Day Step
Challenge Helped 70% of
Employees Exercise More

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Background

Competition runs deep in the world of capital management (CM), and with partners and employees constantly working on closing deals it can be difficult to build camaraderie and connections. Burnout is also common, and **studies** have revealed people at risk of or suffering from burnout are also at risk of feeling isolated. **Research** further suggests physical activity can play a powerful role in countering burnout.

As a way to address this, one CM company's leadership team used isolated, self-run fitness challenges to stay engaged around a shared interest. It worked well, but there was no wellness or engagement initiatives for anyone outside of the boardroom, so the impact was limited. They were missing a scalable way to extend the success of the challenges beyond the leadership group.

Objective

The company needed a way to:

- Combat stress, fatigue, and burnout
- Socially engage their remote & distributed workforce
- Scale up the fitness challenges leadership already liked

...all without overloading their HR team.

Action

The company worked with Terryberry to launch a one-time, 20-day fitness challenge, including step and activity tracking along with wellness support content, for all participants. To promote participation and engagement, the company selected a **Turkey Trot** challenge from Terryberry's list of over 100 pre-built challenge templates with a diverse range of seasonal and cultural relevance. To incentivize engagement and competition, the challenge included unique, tangible, branded awards for first, second, and third place winners and digital participation rewards with monetary value.



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Results

With start-to-finish support from Terryberry—including a dedicated CSM and pre-made launch materials—implementation of the challenge was a breeze for the company’s HR team. The interactive turkey-shaped route of the challenge and one-of-a-kind acrylic trophies for 1st, 2nd, and 3rd place winners motivated participants to compete.

70% elected to participate



54% participated and met the challenge goal

94% reported an increase in activity



53% indicated they increased exercise by “Some” or “A Lot”

How frequently did people check their progress?



- 35% Occasionally
- 18% Often
- 47% Daily

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100% said another challenge would be a worthwhile tradition



It created water-cooler talk and healthy competition.

HR Manager



I thought it was a fantastic way to bring the team together.

Managing Director

Reach out today to learn how Terryberry can help you combat burnout and improve employee engagement.

For a deeper look into how our corporate step challenges work, take a virtual tour now!

Contact Us

Take the Tour

