

3 CHALLENGES. 1 MONTH.

A workplace, a gym and a public challenge · September 2026

Who joined, who kept going, what staff said, and a 12-month calendar.

95

of 102 staff members joined (workplace)

76 of 95

active on 22 or more of 28 days

41 of 45

respondents: employers should offer one

Same month. 3 different crowds.

THE WORKPLACE

102 staff

A workplace in the fitness industry. Launched by the CEO at an all-hands.

31 Aug – 27 Sep · 4 weeks
700 points a week, capped
Launch: QR code on the slide

95 JOINED

THE GYM

107 members

A gym's member challenge, built on steps. No cap, so volume wins.

1 – 30 Sep · 30 days
Goal: 30,000 steps a week
Leaderboard ranked on steps

107 SIGNED UP

THE PUBLIC CHALLENGE

91 people

Free and open to anyone. Not a workplace, so it is a contrast, not proof.

31 Aug – 27 Sep · 4 weeks
700 points a week, capped
Anyone with the app

91 SIGNED UP

Each challenge is reported on its own. Numbers are never pooled across the 3.

How a workplace got 95 of 102 staff members to join in 11 days.

95

of 102 staff members joined

91 by launch day and all 95 within 11 days.



LAUNCH: THE CEO, AT AN ALL-HANDS, QR ON THE SLIDE

76

active on 22 or more of 28 days

80% of the 95 who joined. 42 cleared the weekly target in all 4 weeks.



ACTIVE: RECORDED ACTIVITY THAT DAY

1 workplace, in the fitness industry, so a friendly crowd. Not a benchmark. 8 of the 95 already used the app before launch.

Who cleared the weekly target, week by week.

WEEK	WORKPLACE	% OF 95	GYM	% OF 107	PUBLIC	% OF 91
Week 1	58	61.1%	70	65.4%	53	58.2%
Week 2	57	60.0%	72	67.3%	57	62.6%
Week 3	53	55.8%	75	70.1%	48	52.7%
Week 4	49	51.6%	69	64.5%	48	52.7%

Weekly target	700 points	30,000 steps	700 points
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The workplace eased by 1 to 4 people a week and never fell away. The gym held between 65% and 70% all month. The public challenge started slowly: 21 of its 91 joined after day one.

Cleared = completed the weekly target, as the app shows it. Each % uses that challenge's registered number. Workplace and public weeks start 31 Aug; gym weeks start 1 Sep.

What the workplace's staff said afterwards.

41 of 45

respondents said their employer should offer workplace challenges.

“I didn't need to aim to win. Just see how I measured up alongside colleagues.”

A PARTICIPANT, ANONYMOUS

What people said, not a measured change in their wellbeing.

43 of 46

said points across a range of activities is the right model for a workplace challenge.

30 of 39

said the points model meant more people had a realistic chance.

Workplace post-challenge survey: 55 responses, 58% of the 95 who joined. Self-reported after the event, with no baseline. Not every respondent answered every question.

More activity, more tickets. Anyone taking part has a chance.

47th

of 102: where the gym's winner finished

They held 75 of 7,299 tickets, about 1%.

01

Record activity

Earn points

02

Collect tickets

1 per 100 points

03

Enter the draw

Weighted by tickets

REWARDS, BUILT IN

102

partner offers

For milestones and giveaways, at no cost to you.

Or bring your own: a team charity donation, a Wellbeing Day Off, podium prizes.

A weighted draw: more tickets means better odds, never a guarantee. In all 3 September draws, the largest ticket holder did not win. Winners are not named here.

5 things worth copying, with or without us.

01 **Launch it from the top.**

The workplace's CEO launched it at an all-hands, QR code on the slide. 91 of 95 had joined by day one.

02 **Reward effort as well as fitness.**

A weighted draw for anyone with some activity, plus a podium. In all 3 draws, the largest ticket holder did not win.

03 **Set a target most people can reach.**

At the workplace, 52% to 61% of people cleared 700 points each week.

04 **Open sign-ups a week early.**

In the public challenge, 21 of 91 joined after day one, and only 56 recorded anything on day one.

05 **Plan something for weeks 3 and 4.**

A team-versus-team week, a leader's post, a new reward. The workplace eased a little each week.

From the 3 September challenges. What worked in them, not a promise of what will work in yours.

A 12-month wellbeing calendar.

3 four-week Seasons, light months between. 1 event is a one-off. 3 become something people expect.

NOV 2026 Plan Pick 3 Season dates. Ask staff what they would enjoy.	DEC Wind down Keep it light: 1 team walk before the break.	JAN 2027 Get ready Teams, prizes, launch date. Your CEO records 60 seconds.	FEB Season 1 1 – 28 Feb. Launch at an all-hands, QR on the screen.	MAR Share it Post team results and the draw winner. Ask what to change.	APR Easter break A quiet month. Keep 1 team walk in the diary.
MAY Season 2 3 – 30 May. New team mix and a team-versus-team week.	JUN EOFY No challenge in the crunch. Budget next year's Seasons.	JUL Check in Ask staff 3 questions: what is working, what is not.	AUG Season 3 2 – 29 Aug. Ends before September, so people can roll on.	SEP September Back the charity challenge your people already do.	OCT Review Share the year with staff. Set next year's 3 dates.

Season dates are a suggestion: 4 full weeks, Monday to Sunday. R U OK? Day is Thursday 9 September 2027. World Mental Health Day is 10 October.

20 minutes, free, on what would work for your people.

01 Your people

Who they are, where they work, and what they already do.

02 Your year

We sketch your 12 months: Season dates that fit your calendar and your budget cycle.

03 Your target

A participation target we agree up front, so you know what good looks like before launch.



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What this case study can tell you.

MEASUREMENT

3 challenges, reported separately

September 2026. Numbers are never pooled.

Who is counted

Everyone who registered: workplace 95, gym 107, public 91.

What the words mean

Active on a day: recorded activity that day.

Cleared: completed the weekly target.

EVIDENCE & USE

Activity, not health outcomes

No baseline or control. Nothing here shows a change in health, absence, retention or productivity.

1 workplace, not a benchmark

Fitness industry, launched by its CEO.

Your results will differ.

Small groups hidden

Anything covering fewer than 5 people is left out.

Prepared 7 October 2026 by Welly from anonymised platform aggregates. Shared with the permission of the workplace and the gym. No individual records are shown.