



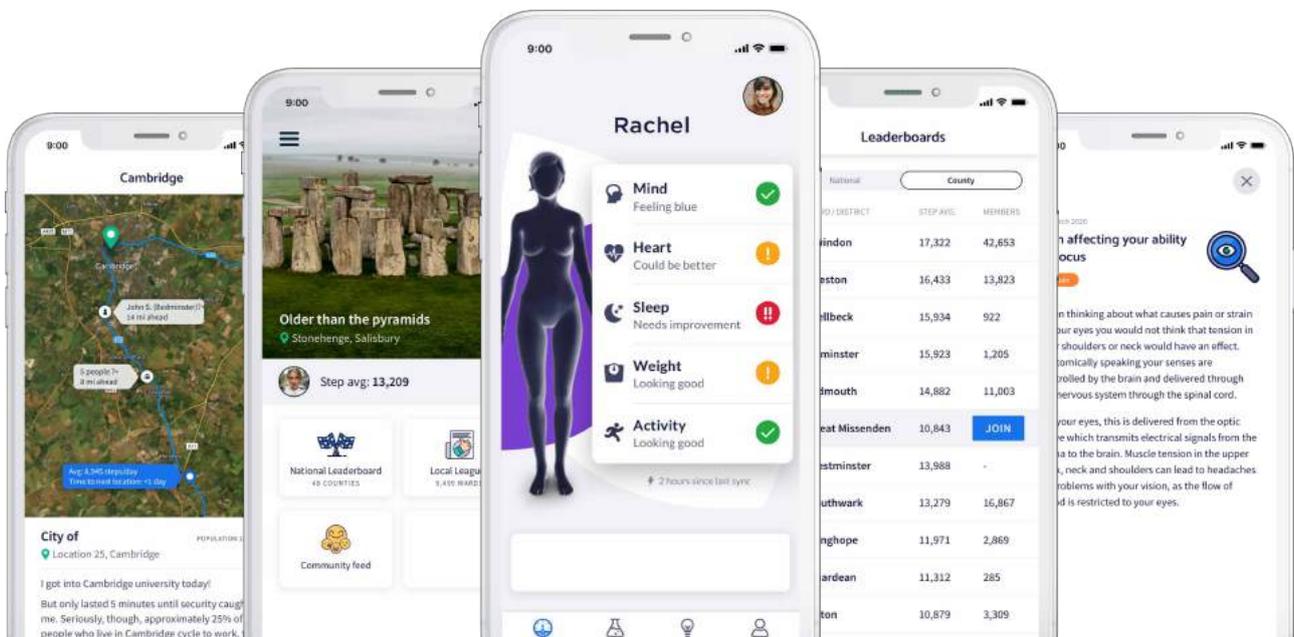
NATWEST CASE STUDY



THE CHALLENGE

Seek a way to equip Natwest employees with the tools and skills to achieve mental and physical wellbeing.

It's important to Natwest Group that their employees are happy and healthy across all aspects of their lives – in the office and outside of it. HeadUp's main aim is to help people live longer, healthier and happier lives – and so a natural, complementary partnership was born.





HOW WE DID IT

Method

HeadUp proposed a 100-day in-app challenge that focused on four main areas:



Walking



Nutrition

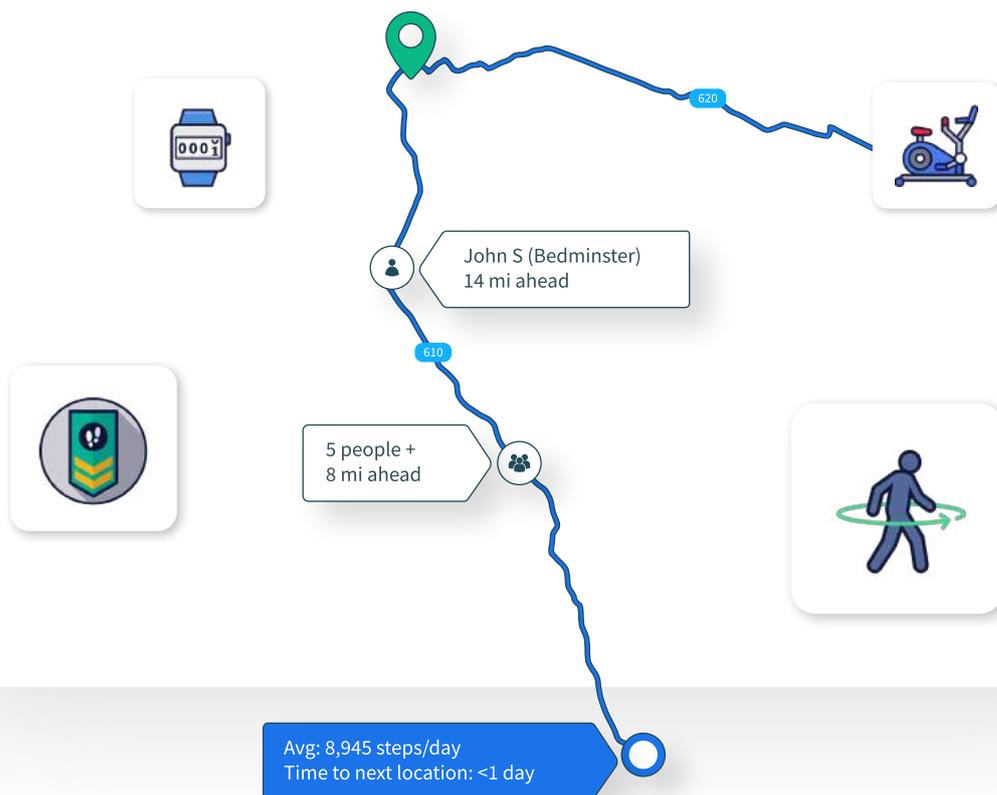


Sleep



Mental health

NatWest employees signed up in teams of seven to walk, cycle, swim or run to make up steps in a friendly competition against teams across the workplace and other businesses.



Avg: 8,945 steps/day
Time to next location: <1 day



WHAT EMPLOYEES ACHIEVED

Results

Initially, Natwest Group secured 200 places, but with interest soaring – more than 51,000 employees ended up taking part in the challenge.

By day 25, only a quarter of the way through, participants had:



Clocked a collective total of 9,096,291,823 steps – equivalent to walking around the world 145 times!



Achieved a collective step average of 11,591 per day



Burned 364,988,812 calories – equivalent to 764,089 burgers, 2,260,617 glasses of red wine and 1,462,370 slices of cake!



Signed up to countless marathons and charity events – including a 45-mile walk in which the pedometer stopped counting at 99,999 steps, proving that there is no limit to what people can achieve – especially in the company of healthy competition.



Become more vocal on the company Facebook page to share healthy recipes and tips to improve mental health



Conducted more walking meetings – termed ‘weetings’

By the 100-day mark, many had achieved – and even surpassed – their personal weight-loss goals, with one employee losing 5 stone (32 kilograms!)



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WHAT EMPLOYEES WERE SAYING DURING THE CHALLENGE

It's 2pm and so far, I've done 8,928 steps. I went for a run at lunchtime, and to be honest, I don't think I would have bothered if I wasn't taking part in this challenge - it's been a great motivator!

CONCLUSION

The aim wasn't necessarily to turn everyone into fitness fanatics during the 100 days, drinking protein shakes and eating only raw vegetables, but to generally make them feel better. We wanted healthier and happier colleagues, and the scores reflected that at the end of the year. People were taking the time to think about themselves and could go to work a generally happier person.



**Want to transform your goals into powerful actions?
Reach out to us!**

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