

Launching a Strategic, Integrated Health & Wellness Program for 3,000 Employees Across 17 US Cities



Aerobodies Coaching Programs

The Results

Aerobodies Proprietary Program Management Framework helped Finra achieve their business objectives while supporting their employees in reaching their wellness goals. Finra realized over a 70% Return on Investment (ROI) and Return on Objectives (ROO). The program changed lives and perspectives beyond anyone's expectations.

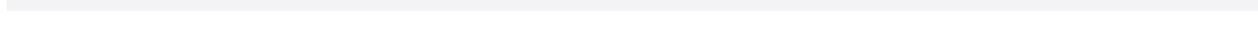
Result #1 - Increased Employee Productivity



Result #2 - Improved Employee Engagement & Participation in Healthy Lifestyle Habits



Result #3 - Reduced Maintenance Cost and Improved Resource Operation Efficiencies



FINRA

Industry: Finance
 Location: Nationwide
 Size: 3000+ employees

Company Bio

Finra is a private corporation that acts as a self-regulatory organization. FINRA is the successor to the National Association of Securities Dealers, Inc. (NASD) and the member regulation, enforcement, and arbitration operations of the New York Stock Exchange.

The Challenge

Finra's HR Team wanted to create a seamless fitness and wellness program that had a targeted reach to all of its 17 US Regional locations. The messaging needed to resonate well with Finra's diverse employee population, meet the logistics and scheduling needs of all employees, and be innovative in its design and delivery. Finra specifically requested a user-friendly, online wellness platform, serving multi-cultural and demographic populations with a variety of touch points, including nutrition education, a variety of fitness and wellness programming, and health challenges competitions that had built-in incentives and prizes.

"Aerobodies provided excellent communication to FINRA throughout the program rollout. Our employees were excited and experienced great results with Aerobodies' trainers and coaches."

- C.H.
 Human Resource Manager
 FINRA Headquarters

Aerobodies Achieves Results:	Synchronized Kickoff for All 17 Office Locations 100%	Quality Assurance and IT Compliance 99%	First-Time Employee Participation 70%	Employees Reported an Increase in Energy and Productivity 76%	Employees Reported Weight-Loss 53%
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The Approach

For the Finra project, Aerobodies set up an internal program design team that included web designers, fitness experts, and health practitioners. This leadership team rolled up their sleeves and got to work hosting focus groups with Finra HR officials and Department Managers, interviewing individual Finra employees, and identifying internal stakeholders that could work as team leads during the development and launch of Finra's healthy living fitness and wellness program.

The Aerobodies web design team managed the design and development of the online wellness portal using our Proprietary Program Management Framework which provided an interactive interface and agile work environment for Finra officials to view the development in real time.

Prior to launch, Aerobodies Fitness Coordinators worked with each Finra office location to plan fitness program schedules, the kickoff and launch events, and ongoing updates that would occur over the 36-month program period.

The Solution

Aerobodies Proprietary Program Management Framework (APPM) was an invaluable tool in the design, development, and launch of Finra's Healthy Living Fitness & Wellness Program. The Framework provided over 45 separate data points to track strategy, design, implementation, and performance throughout the contract lifecycle. The program included both virtual and in-person experiences for Finra employees to enjoy and participate in during the entire program.

The APPM Framework gave Finra officials a stress-free kickoff and launch of their new program as Aerobodies maintained a 98% quality satisfaction rating from all employees participating in the fitness and wellness program.

The Healthy Living Program was a complete success as hundreds of first-time exercisers participated in comprehensive biometric screenings, fitness competitions, weight loss, and wellness challenges. Over the three-year period, Finra discovered that over 70% of its workforce improving their productivity and engagement through healthy lifestyle habits.

"We recruited trainers and health coaches that were motivational and inspiration; real leaders in the fitness industry who we knew would take a vested interest in the success of the Finra members they served. The program was electric and inspiring. We received so many great stories from employees who achieved their personal bests. It was truly a rewarding experience!"

- Heather K.
 Aerobodies Wellness Manager

