

BEN  GREENFIELD

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**CORPORATE  
WELLNESS  
INFO PACKET**

# A MESSAGE TO OUR COMPANIES

I am excited to announce that Ben Greenfield Life is paving the way for enhanced corporate wellness by introducing Corporate Wellness Programs. The Ben Greenfield Corporate Wellness programs are designed to help employees improve their lives while helping employers reduce costs and increase impact. Our programs are customizable to the wellness needs and desires of each individual company. Our programs are also highly effective and comprehensive, incorporating education, action items, community engagement, and rewards for both the employee and employer.

It is no secret that lack of exercise, the “standard American diet”, and a disconnect from our inner selves has created an epidemic of chronic disease that reduces productivity and creates both physical and financial costs for employees and employers. One of the most effective ways to combat the epidemic of poor physical and mental health within the workforce is the implementation of comprehensive wellness programs. Additionally, for every \$1 spent on a well executed corporate wellness program, a company can expect a \$3.27 reduction in healthcare costs.

For over 20 years, I have been coaching individuals and groups to optimize their health and support longevity through nutrition, fitness, biohacking, and spirituality. Now, by expanding our programs to suit the needs of our greatest corporate partners, If you have any questions or inquiries about our new Corporate Wellness Programs, please reach out to Sarah, our Corporate Coaching Coordinator. Sarah is available to speak with you about how we can create an impactful program for your team at [sarah@bengreenfieldcoaching.com](mailto:sarah@bengreenfieldcoaching.com).

Let me or Sarah know if you have any questions!

*Ben Greenfield*

# A UNIQUE APPROACH TO CORPORATE WELLNESS

**Ben Greenfield Life is paving the way for enhanced corporate wellness programming.**

- Designed to help employees improve their lives while helping employers reduce costs and increase impact
- Customizable to the wellness needs and desires of each individual company
- Highly effective and comprehensive
- Incorporate education, action items, community engagement, and rewards for both the employee and employer
- We've combined Ben's over 20 years experience in fitness, nutrition, health, biohacking, and spirituality with the expertise of his trusted coaches to give you a well-rounded approach
- A wide range of engaging topics suitable for beginners all the way to advanced health and fitness learners

*For every \$1 spent on a well-executed corporate wellness program, a company can expect a \$3.27 reduction in healthcare costs.*

- Topics never before covered in corporate wellness programs such as spirituality, community service, cold exposure, and more!
- An approach to nutrition that is revolutionary and can be modified for any individual need and preference
- Fitness made for the busy and high achieving employee, using minimum effective dose and elements of recovery

# THE BENEFITS

- One study of over 200,000 wellness program participants showed that 5 in 7 participants' health risks improved after one year <sup>6</sup>.
- **For every dollar spent** on well-planned wellness programs, the company can expect to **save \$3.27 on reduced healthcare costs** <sup>2</sup>.
- Use of HSA to pay for the cost of wellness program.
- **Savings from program participation is greater than the actual cost of the program** <sup>2</sup>.
- Tax deductions are available for programs that offer rewards to all participants, regardless of health metrics through the Affordable Care Act <sup>1</sup>.
- Healthcare costs rose 15% slower in companies with wellness programming, **saving an average of \$332/employee** <sup>3</sup>.



## AND ALSO...

- The costs associated with low productivity related to poor health is 2-3x greater than actual healthcare expenses <sup>4</sup>.
- Employees with an unhealthy diet were 66% more likely to have high presenteeism than those who regularly ate a healthy diet <sup>5</sup>.
- Employees who didn't exercise were 50% more likely to have high presenteeism than employees who were regular exercisers <sup>5</sup>.
- A benefit focused on wellness can help employees stay healthy, even if their job has become more sedentary.
- Wellness programs help a remote workforce to feel cared for, valued, and closer to the organization, ultimately improving productivity.
- Companies can demonstrate their commitment to cultural pillars in a tangible way.

# BIOGRAPHY

Ben Greenfield is a former bodybuilder, Ironman triathlete, pro obstacle course racer, human performance consultant, speaker, and author of 13 books including the New York Times Bestseller "Beyond Training". Subsequent books include "Boundless," "Fit Soul," and "Spiritual Disciplines Journal." His cookbook, "Boundless Cookbook," launched in June 2021 along with "Endure" in March 2022. Ben has been voted by the NSCA as America's top Personal Trainer and by Greatist as one of the top 100 Most Influential People In Health And Fitness.

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Ben works with individuals from all over the globe for both body and brain performance, and specializes in anti-aging, biohacking, and achieving an ideal combination of performance, health, and longevity.

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A frequent contributor to health and wellness publications and a highly sought after speaker, Ben's understanding of functional exercise, nutrition, and the delicate balance between performance and health has helped thousands of people around the world achieve their goals and improve their quality of life – from high-level CEO's and executives to exercise enthusiasts, professional athletes and beyond.



# CREDENTIALS

Ben hosts the highly popular fitness, nutrition and wellness website Ben Greenfield Life, a site with over a quarter million monthly visitors which features blogs, podcasts, and product reviews from Ben. In addition to multiple daytime and reality TV show competitions, Ben has also appeared in and been a contributor to Forbes, Men's Health, Huffington Post, Fox News, Triathlete magazine, LAVA magazine, Endurance Planet, and has been featured in WebMD, Prevention magazine, Shape magazine, Men's Health, Men's Fitness, Women's Running magazine, Inside Triathlon, NBC, Fox, Entheos Academy, CreativeLIVE, MindBodyGreen, Udemy, Veria Live TV, CBS Sports, MindValley University, Outside Magazine and beyond.

THE  
HUFFINGTON  
POST

Men'sHealth

CBS

WebMD®

As a public speaker on longevity, anti-aging, biohacking, fitness, nutrition, and cognition, Ben has hosted several top ranked fitness and health podcasts in iTunes, including the Ben Greenfield Life show, Endurance Planet, Get-Fit Guy, and Obstacle Dominator. Ben speaks around the world and in addition to presenting multi-day conferences in global hotspots such as Sweden, Finland, Dubai, London, and Thailand, he has been a keynote lecturer at private financial and corporate events, the Hawaii Ironman World Championships Medical Conference, Biohacker's Summits, PaleoFX, MindValley, American Academy of Anti-Aging Medicine, Academy of Regenerative Practices, CalJam, FitCon, Tedx, The Ancestral Health Symposium, Runga and numerous other private health retreats.

# PURPOSE/MISSION

The Ben Greenfield Corporate Wellness programs are 6-week challenges designed to help employees improve their lives while helping employers reduce costs and increase impact.

Our programs are customizable to the wellness needs and desires of each individual company.



# SAMPLE PROGRAM

## OVERALL WELLNESS

The purpose is to develop healthy lifestyle changes in employees that lead to increased engagement and productivity in the workplace

### WEEK 1 - MINDSET

Tiny is Mighty: Your path to creating habits that actually stick

### WEEK 2 - NUTRITION 101

Why most diets suck and how to personalize for sustainable change

### WEEK 3 - EXERCISE FOR LONGEVITY

The best exercise approach for your goals and overall health and longevity

### WEEK 4 - STRESS REDUCTION

Foundational stress reduction techniques

### WEEK 5 - OPTIMIZING SLEEP

How to create a healthy sleep environment

### WEEK 6 - GRATITUDE AND CONNECTION

Developing practice to enhance mental and/or spiritual wellbeing

#### EACH PROGRAM INCLUDES:

- A weekly module with learning materials from Ben
- A weekly group call to learn from an expert coach
- Before and after assessments
- Food journal access and daily exercise programming
- Point tracker framework to incentivize participation
- Access to a group feed to foster community connection



# PACKAGES & FEES

Potential for the company to subsidize and the individual employee pays a portion using their HSA\*

## PLATINUM

\$25K + \$197/employee

Live presentation from Ben Greenfield  
6 weeks of wellness programming  
Weekly guest speaker or group training session

## GOLD

\$10K + \$197/employee

Virtual presentation from Ben Greenfield  
6 weeks of wellness programming

## SILVER

\$197/employee

Presentation from a BG coach  
6 weeks of wellness programming

\* Large group discounts available

# ADD-ONS

**Talk from a special guest speaker and friend of Ben** related to weekly topics: Prices vary

Example: “Tiny is Mighty: Your path to creating habits that actually stick” by Eliza Kingsford

**Custom meal plan:** \$50 per employee

Offers meal plans and recipe collections to those who may be new to healthy eating habits through online meal planning platform

**Daily workout program:** \$50 per employee

Offers science-based daily exercise programming throughout the 6-week challenge through an all-inclusive app

**eHealth biometric screening:** \$300 + \$41-52/screening

Onsite events, Offsite labs, Physician screenings, At-home kits, At-home concierge screenings for employees

**Book from Ben:** Prices vary by book

Purchase one of Ben’s books for employees and use in a book study as part of their corporate challenge to boost engagement

**Remote fitness classes:** \$500/session

Interactive experience led by one of Ben's certified fitness professionals

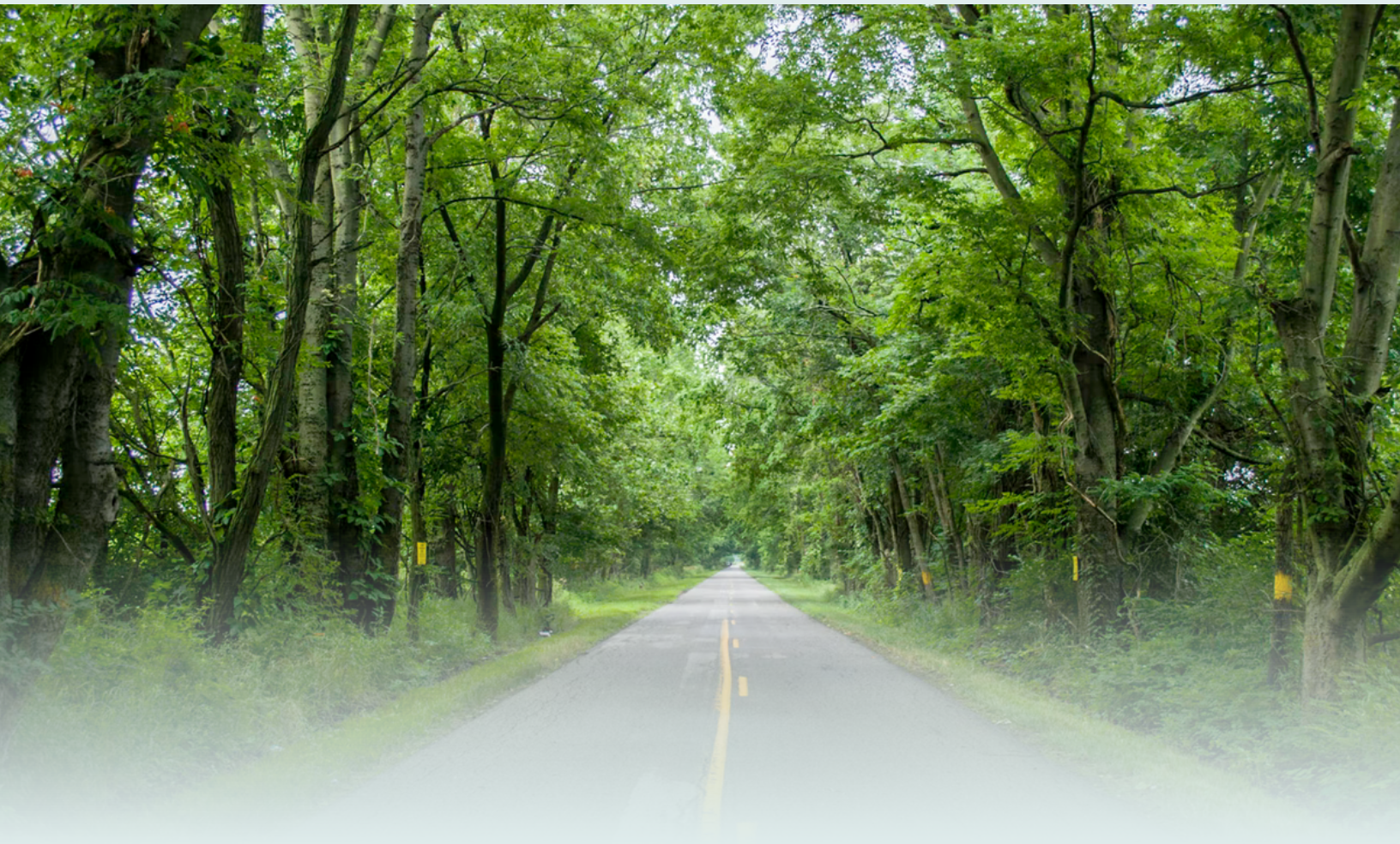
**Individual health coaching** by BG Coaches: \$250/hr consult

A personalized solution to meet the needs of individual employees who would like further personalization

# TIMELINE

If your company is interested in learning more about your options for Corporate Wellness Programs, you will be put in touch with our Corporate Coaching Coordinator for an introductory call.

During the introductory call, the Corporate Coaching Coordinator will talk to you about the needs of your employees and company, what you would like to accomplish, and how BGL Corporate Wellness Programs can help to get you there.



# TIMELINE

1

## ONBOARDING

- Our team will customize the curriculum for your program, set up technology platforms for your employees, and coordinate any special events or guest speakers.
- Your company will receive email templates that can be sent out to employees in order to engage them and promote participation.
- Prior to the start of the program, registered participants will be sent materials on how to use the platforms.

2

## 6-WEEK CHALLENGE

- A new module with the material will be unlocked weekly.
- Weekly calls featuring special topics will take place on the agreed-upon day.
- The Corporate Coaching Coordinator will provide active support to troubleshoot, answer questions, and facilitate further participation and success of the program.

3

## EVALUATION

- Each participant will receive a survey to evaluate program metrics and gain feedback regarding their overall experience.
- A celebratory call will take place to highlight the successes and announce the program winners (if applicable).
- Rewards will be distributed (if applicable).
- Data regarding participant metrics will be distributed to companies by request (anonymously for the participants' privacy).

# TESTIMONIALS

I lost fat and was still able to work out and recover really well. I also had set a goal with my coach to set up a separate page or site for my writing which I did! I am happy to be writing again and excited to see where it takes me. It's been a really healthy outlet for me!

Most of my joint pain is gone, I feel energized again and I am thrilled to be writing on a consistent basis!

Thank you for this opportunity! This is by far the greatest challenge I've ever seen as it's more transformative!

**Amanda S., 2022 Challenge participant**

My biggest improvement is how better my sleep feels, I don't snore anymore...I have lost over 20 lbs. and am below 200 lbs. for the first time in over 10 years!

Overall Ben has created a very unique program and the whole team is very knowledgeable and supportive. I really enjoyed the program, am very grateful for the results, and I learned a lot. Top-notch information not just from eating healthy and exercising but as a whole thing, mental strength, creating a good environment around you, clean living, and living a purposeful life.

**Vitaly K., 2022 Challenge participant**



B E N G R E E N F I E L D L I F E . C O M

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