

Guide

A COMPLETE GUIDE TO **EMPLOYEE WELL-BEING CHALLENGES**

How to Use Challenges to Boost
Engagement, Movement & Wellness



Challenges Drive *Real* Engagement

Employee well-being challenges are one of the most powerful ways organizations can motivate healthy habits, spark team connection, and drive meaningful engagement across the workforce.

Unlike traditional wellness programs — which often struggle to reach employees consistently — challenges tap into something deeply human: belonging, accountability, progress, and recognition.

As workplaces re-evaluate their wellness strategies in 2026, one truth has become clear: **people are far more likely to move, participate, and stay consistent when they feel connected, supported, and recognized.** And well-being challenges deliver all of that at scale.

At FitOn Health, we've seen this play out across millions of members.

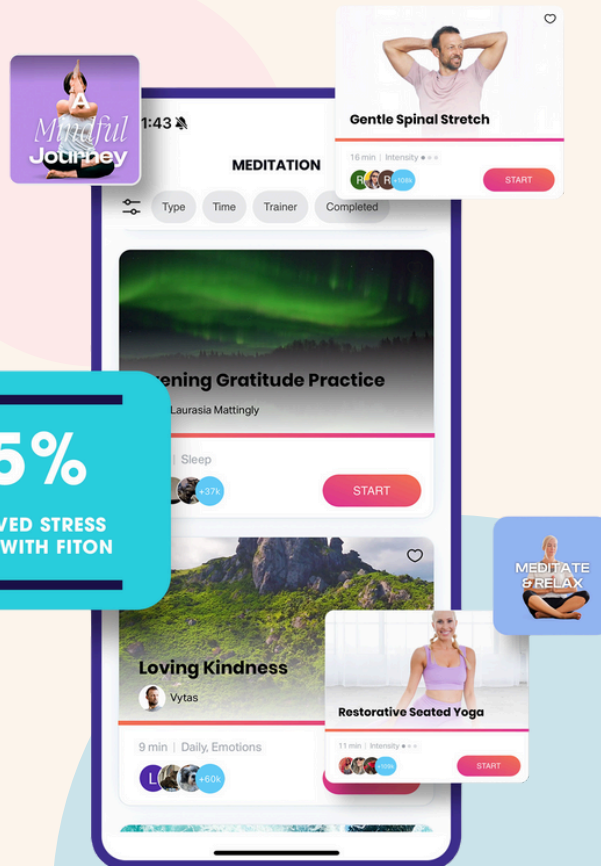
When companies launch well-being challenges, **activity levels jump as much as 3X**, pulling in employees who otherwise never engage with traditional wellness initiatives.

This guide breaks down:

- Why employee well-being challenges are so effective and how they drive engagement, accountability, and motivation.
- The types of challenges that work best for teams of all sizes and fitness levels.
- How employers can implement and reward challenges to create lasting impact throughout the year.

85%

IMPROVED STRESS
LEVELS WITH FITON



Why Challenges Work

#1 They create community and belonging

People are more likely to participate when they're doing something with others — not just for themselves.

Challenges activate a sense of team energy:

- "We're doing this together."
- "I'm part of something."
- "We're supporting each other."

In a workplace where many employees feel isolated (especially hybrid and remote teams), this sense of connection can dramatically improve mental well-being, motivation, and long-term habit formation.

#2 They build accountability — the good kind

Accountability doesn't have to feel like pressure. In well-designed well-being challenges, accountability feels like encouragement.

It looks like:

- Seeing teammates log steps
- Being part of a leaderboard
- Getting nudges from peers
- Wanting to maintain a streak



#3 They provide visible progress, fueling motivation

Progress is powerful — especially when it's measurable and shareable.

Seeing totals rise, badges earned, or streak counts build activates an intrinsic reward cycle. Employees don't want to "break the chain," so they keep going.

And because employee well-being challenges are short, achievable, and structured, they offer quick wins that build confidence.

#4 They offer recognition — and employees value being seen

Employees want to feel acknowledged in meaningful ways, not just for output but for effort, habits, and well-being.

Recognition can look like:

- Celebrating a team win
- Spotlighting participants
- Sharing stories internally
- Offering small, meaningful rewards

#5 They make movement fun again

The workplace has changed — attention is fragmented, stress is high, and time feels scarce. A well-being challenge cuts through that by making healthy habits feel playful, social, and attainable.

It transforms wellness from "another task" into something people look forward to.

And when employees enjoy the experience, they keep showing up long after the challenge ends.

The Most Effective Well-Being Challenges

Not all well-being activities land equally. Some require too much time. Others feel exclusive or intimidating. The **best employee well-being challenges are inclusive, simple, and accessible to every employee** — regardless of fitness level, role, mobility, or schedule.

Step Challenges (The Most Universal Option)



Step challenges drive some of the highest engagement across all demographics. They're inclusive, simple to track, flexible across different roles, and accessible for all fitness levels.

Daily Movement Challenges



Short, achievable daily activities — like 10-minute workouts or mid-day stretch breaks — keep employees moving without overwhelming their schedules.

Mindfulness & Stress-Relief Challenges



Daily meditation streaks, breathing routines, and stress-management tasks support well-being and help lower burnout.

Healthy Habit & Nutrition Challenges



Hydration goals, snack swaps, weekly recipes, or sugar-reduction challenges make healthy choices simple and achievable.

Team-Based Challenges



Department competitions or group goals strengthen collaboration and boost friendly competition.

Implementing Challenges That Actually Work



Choose Simple, Inclusive Activities

Start with challenges that every employee can participate in — regardless of role, fitness level, schedule, or location.



Make Participation Easy

Use tools that streamline tracking, offer on-demand content, and minimize friction. Clear instructions and accessibility drive early momentum.



Build Excitement Before Launch

Promote challenges with emails, countdowns, internal ambassadors, manager support, and friendly reminders.



Use Daily Touchpoints to Sustain Engagement

Slack notifications, motivational emails, and streak celebrations keep challenges top of mind.



Recognize Wins Along the Way

Spotlight participants, celebrate milestones, and reward consistency — not just performance.



Repeat Challenges Throughout the Year

Seasonal or quarterly challenges create an ongoing rhythm of well-being and help employees maintain long-term habits.



Why Challenges are Worth the Investment

Employee well-being challenges influence something **employers can directly impact: daily habits.**

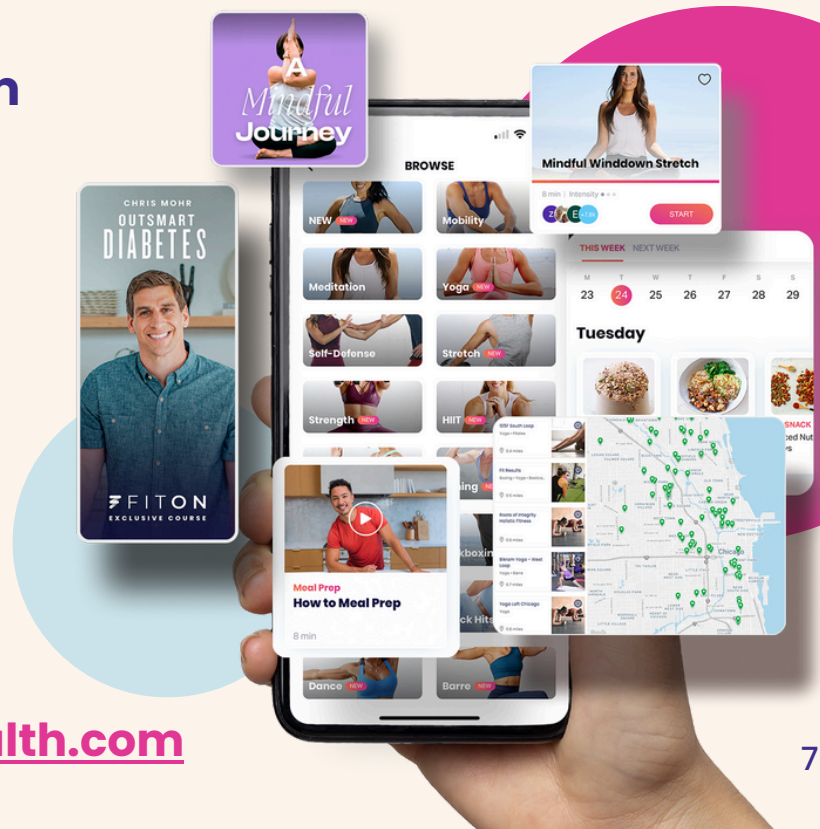
Small wins, shared progress, and supportive communities create momentum that leads to real behavior change — without overwhelming employees or burning out your HR team.

As healthcare costs rise and workplace stress remains high, challenges provide structure, accountability, and connection in a way traditional wellness programs often don't.

When employees enjoy the experience, they keep showing up. And when they keep showing up, well-being becomes a shared culture — not a checkbox.

Bring Well-Being Challenges to Your Team

- Launch wellness challenges employees actually join
- On-demand workouts and guided programs for any schedule
- Built-in tracking to measure progress and engagement
- Fun team competitions to boost motivation



Explore more at FitOnHealth.com