



ONBOARDING



Enjoy a preview of what partnering with Burnalong is like.

We hope you apply these best practices with your clients regardless of where the road takes us in our partnership.



WHAT AWAITS YOU INSIDE?

Our Table of Contents is more than just a list; it's your interactive roadmap. Each section title below is a clickable link. Simply click on any title, and you'll be instantly transported to that section of the manual. We've created this feature to ensure you can access the information you need with just a click.

HAPPY EXPLORING!

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Getting Started Guide

ONBOARDING & IMPLEMENTATION CHECKLIST



ONBOARDING & IMPLEMENTATION CHECKLIST

A PRACTICAL PATHWAY TO SUCCESS

The following checklist distills the most effective practices, drawn from the successes of numerous companies, ensuring that your clients' Burnalong onboarding experience and beyond is both inspiring and successful. Each item is crafted from proven strategies that maximize participation and foster a supportive community around wellness goals. By following this checklist, you will lay the foundation for a successful partnership with Burnalong, paving the way for a healthier, more connected, and more engaged workplace for your clients.



ONBOARDING & IMPLEMENTATION CHECKLIST

- Allocate time to thoroughly read the Onboarding and Implementation Guide to gain a complete understanding of how to effectively incorporate Burnalong into the company culture.
- Have your clients introduce Burnalong with their first email communication to employees prior to their set Launch date. (see: [The Introduction Blueprint](#) and [Account Set Up](#))
- Consult the [Burnalong Launch Resources](#) page for convenient access to promotional materials that are crucial to the initial launch phase.
- Ensure clients continue to follow up internally with organizational members and reinforce Burnalong communications by utilizing diverse communication channels. (see: [First 100 Days](#))
- Have clients encourage their team members to explore the '[How to Navigate Burnalong](#)' category to become adept at using the platform's full capabilities.
- Ask clients to obtain and communicate leadership support for Burnalong to the company to bolster credibility and encourage engagement.
- Ensure clients organize their first company-wide challenge to boost excitement, participation, and community spirit. Tip: Have them offer an incentive program to reward regular and enthusiastic participation in Burnalong classes and challenges. (see: [Start Your First Challenge](#))
- Suggest that clients find enthusiastic employees who are influential and respected within the organization who already have a passion for wellness and establish this diverse group of Burnalong Ambassadors to represent different departments and serve as go-to wellness guides promoting and encouraging engagement on the platform. (see: [Drive Engagement with Champions](#))



Getting Started Guide

ABOUT BURNALONG



YOUR WELLNESS JOURNEY AWAITS

MEET BURNALONG!
OFFERING 50,000 LIVE AND ON-DEMAND CLASSES!

70+ CATEGORIES



Burnalong features 50,000+ live and on-demand classes for all interests and levels, plus the social motivation needed to achieve your health and wellness goals. Classes are taught by 7,500+ credentialed instructors across 70+ wellness categories. There is a class to meet you wherever you may be on your wellness journey. Attend nutrition programs, cooking classes, learn breathing and relaxation techniques, how to manage chronic medical conditions, and more, all on Burnalong.



YOGA



ARTHRITIS



DIABETES



MINDFULNESS



SENIORS



SLEEP



LIFE COACHING



TRAVEL



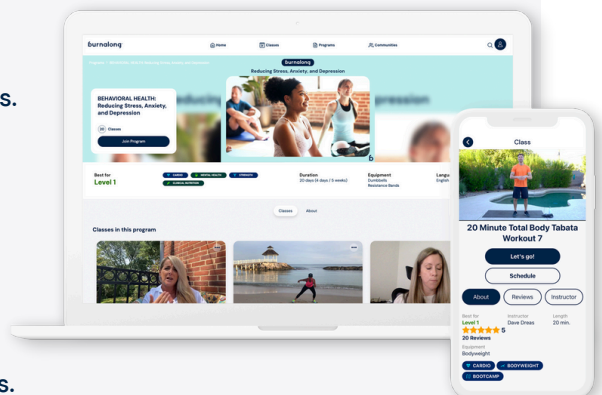
NUTRITION



PARKINSONS

THE BURNALONG SOLUTION

- 1 Choice and diversity**
 Discover new wellness classes and instructors, plus personalized wellness programs, across 70+ categories.
- 2 Social connection**
 Get motivation from friends and family members you invite to join in live private group classes.
- 3 Personalization**
 Receive platform recommendations plus access anytime - via phones, tablets, computers, & smart TVs.





Getting Started Guide

THE INTRODUCTION BLUEPRINT



INTRODUCE BURNALONG TO YOUR TEAM

CRAFTING AN IMPACTFUL WELLNESS MESSAGE

As your clients look to integrate Burnalong into their organization, it's essential to recognize the power of effective communication in driving engagement and participation.

This section of the toolkit is dedicated to helping you convey the significance and benefits of the Burnalong platform to your clients, ensuring they are informed, enthusiastic, and ready to embrace their new wellness benefit.

THE POWER OF EFFECTIVE COMMUNICATION

The initial email is not just a notification; it's an introduction to a shift in your client's organizational culture towards prioritizing health and wellness. It's crucial that clients understand what Burnalong is and the diverse benefits it offers.

Your clients' communication should generate excitement about the program while establishing trust in Burnalong as a new and beneficial partner. Highlighting the diverse range of offerings and the inclusion of family and friends can create a buzz and a sense of community around wellness.

The email script provided on the next page is designed to prepare clients for upcoming emails from Burnalong. It's important to stress the necessity of paying attention to these emails to ensure a smooth registration process.



UTILIZING THE EMAIL SCRIPT

The following email script is a strong starting point. Ask your clients to tailor it to fit the tone and culture of their organization. Personalization can make the message even more relatable and engaging. They can use this email script as a springboard to create a narrative that resonates with your clients, encourages their participation, and paves the way for a successful integration of the Burnalong platform into their organization's wellness culture.



Dear [Team/client Name],

We're excited to introduce Burnalong, a groundbreaking addition to our health and wellness benefits! Burnalong is an all-encompassing wellness ecosystem, designed to support various needs and lifestyles. Here's what you can look forward to:

- **A Wealth of Options:** Access more than 50,000 live and on-demand classes spanning 70+ wellness categories, including fitness, nutrition, stress management, and more.
- **Community Support:** Share this benefit with up to four friends or family members.
- **Expert Guidance:** All classes are led by certified instructors, providing expert advice and training.
- **Personalized Experiences:** The platform suggests classes that align with your wellness goals.
- **Flexible Access:** Use Burnalong anytime, on any device.

Introducing Burnalong+

Elevate your fitness journey with Burnalong+. Gain access to 10,000+ fitness locations nationwide with one simple plan, no hidden fees, and ease of joining multiple centers.

What's Next?

Look out for future emails from Burnalong on how to register and maximize this benefit. We're committed to enhancing your health and well-being and are eager to see the positive changes Burnalong brings to our team.



Getting Started Guide

ACCOUNT SET UP



ACCOUNT SET UP AND REGISTRATION

Welcome to the initial phase of embarking on a healthier, more connected journey with Burnalong. This section will guide you, as a consultant, on how to direct your clients' employees to register for their complimentary Burnalong account, ensuring a smooth start to their wellness journey.

DIRECTING EMPLOYEES TO REGISTER

➔ Accessing their Complimentary Account

Eligible employees should use their organization-specific registration link that exists in the top right hand corner of the Client Portal to create their account.

Avoid Common Pitfalls: If employees attempt to register through any other link, they will likely encounter a page prompting them to pay for the service.

➔ Assistance and Support

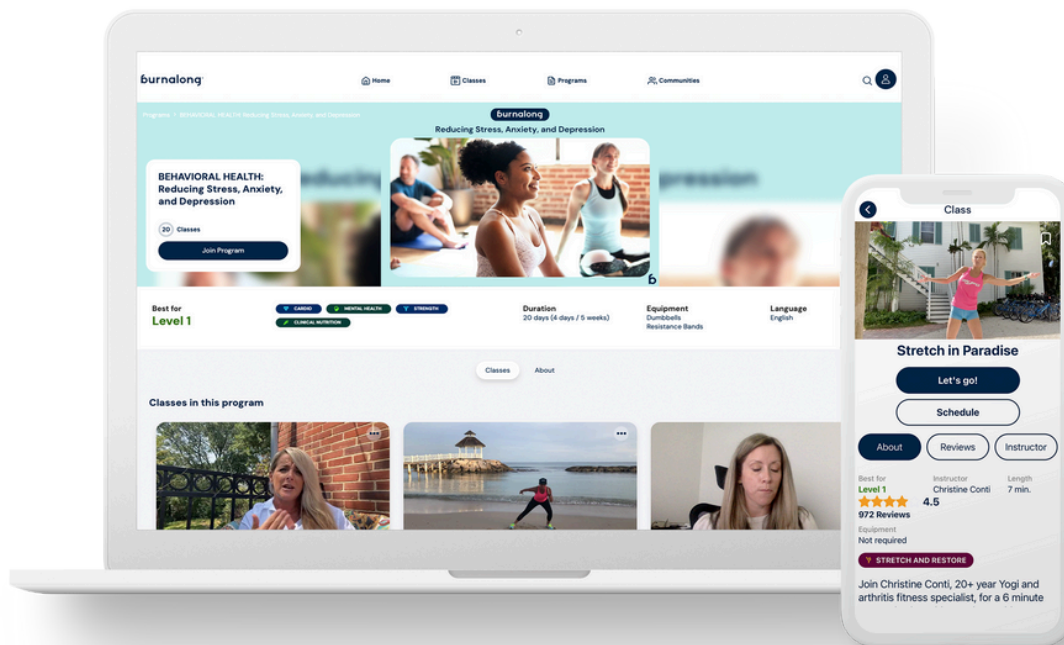
If any employee experiences difficulty during the registration process, prompt assistance is available through our Customer Care team at customer care@burnalong.com. Our team is committed to assisting all users and ensuring a seamless start to their Burnalong experience.

➔ Ensure a Smooth Registration

Ensure clients make the registration link readily available to all employees through internal communication channels, such as emails, intranet announcements, or during orientation sessions. (For more insights into utilizing diverse communication channels, refer to: [Your First 100 Days with Burnalong](#))

The next page provides a straightforward, three-step guide to assist users in registering for their complimentary Burnalong account, highlighting the simplicity and ease of the process.

HOW TO REGISTER FOR YOUR BURNALONG ACCOUNT



- 1 Visit your company's custom registration link.
- 2 Fill out the registration page and complete your Burnalong profile.
- 3 Take your first Burnalong class!



Getting Started Guide

HOW TO NAVIGATE THE PLATFORM



HOW TO NAVIGATE BURNALONG

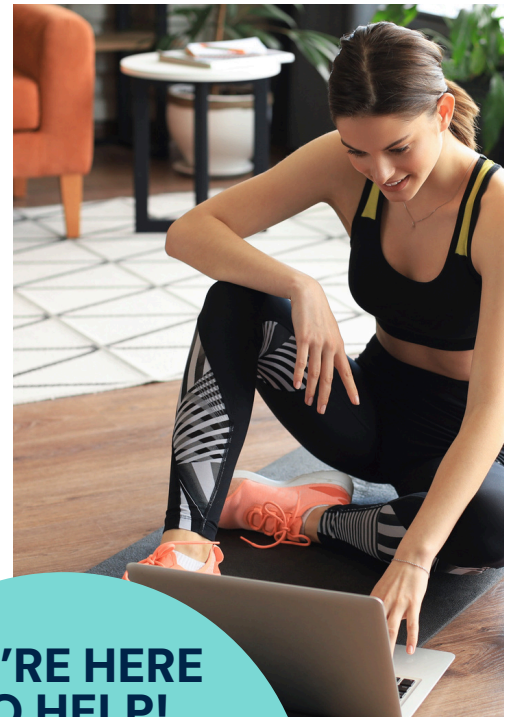
GET STARTED WITH EASE

To ensure your clients have a smooth and enjoyable experience, we invite you to visit our '[How To Navigate Burnalong](#)' category. This collection of videos, each under 2 minutes, is a quick and effective way to familiarize yourself and your clients with the platform, whether you're a beginner or looking to deepen your wellness journey.

EXPLORE, LEARN, AND GROW

Our concise, yet comprehensive tutorials will guide you through:

- 1 Setting Up Your Profile:**
Learn how to personalize your Burnalong experience.
- 2 Scheduling and Joining Live Sessions:**
Find out how to join live classes and connect with instructors in real-time.
- 3 Discovering Classes:**
Explore a variety of classes that suit your interests and fitness levels.
- 4 Tracking Your Progress:**
Understand how to monitor your wellness journey on Burnalong.



WE'RE HERE TO HELP!

Questions or Need Assistance?
Our dedicated customer care team is here to help. Reach out to us at customer care@burnalong.com and we'll ensure that your experience with Burnalong is as seamless and enjoyable as possible.



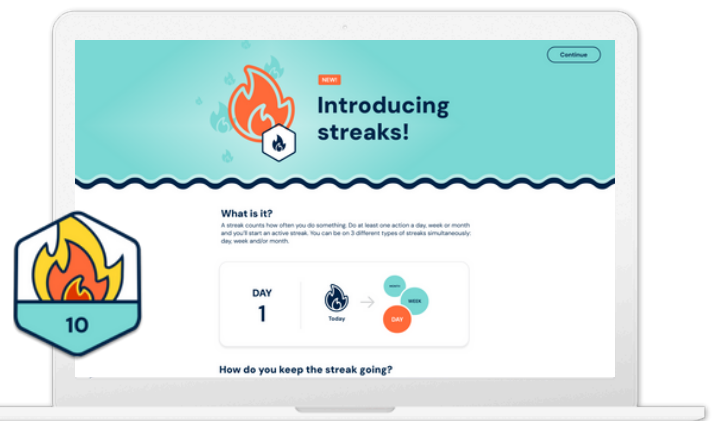


UNLOCK YOUR TEAM'S POTENTIAL WITH GAMIFICATION!

We believe that **STAYING ACTIVE** should be fun and rewarding. That's why we're excited to introduce our new **GAMIFICATION FEATURES** — designed to enhance the wellness experience, boost motivation, and keep your clients' teams engaged on their wellness journey!

WHY GAMIFICATION?

Did you know that incorporating gamification can increase user engagement by *up to 50%? Research shows that elements like points, badges, and challenges not only make activities more enjoyable but also lead to better retention and motivation.



HERE'S WHAT'S NEW!

- **Streaks:** Stay motivated with daily, weekly, and monthly activity streaks. Track your progress and celebrate your commitment to fitness!
- **Achievements:** Earn achievement badges for completing various activities throughout the app. Show off your hard work and accomplishments!
- **Points:** Rack up Burnalong points for every activity you complete. Use these points to unlock special features and rewards!
- **Wearables Expansion:** Seamlessly connect with Google Fit, Apple Health, Google HealthConnect, Apple HealthKIT, Fitbit, and Garmin to track your progress and enhance your experience.
- **Challenges & Quests:** Compete in individual or team challenges to climb the leaderboard! Complete quests across the application to earn exclusive Burnalong points and challenge badges.
- **Levels:** As you earn points, you'll unlock higher levels. Rise through the ranks and see how you stack up against others!



Getting Started Guide

USER SUPPORT



USER SUPPORT: YOUR GUIDE TO NAVIGATING BURNALONG

Welcome to the User Support page of your Burnalong Onboarding Toolkit. Whether you're a newcomer to the world of online wellness or an experienced user looking for some extra guidance, we've got you covered.

→ Frequently Asked Questions (FAQs)

For immediate answers to common questions about the Burnalong platform, our FAQs are a great starting point. They cover a wide range of topics from account setup to class selection, ensuring you have the information you need at your fingertips.

Visit the Burnalong FAQs here: [Burnalong FAQs](#)

→ Personalized Support from the Customer Care Team

If you need more personalized assistance or have specific queries, our Customer Care Team is ready to help. You can reach out to them for any support related to the Burnalong platform. Whether it's a technical question, a query about your account, or guidance on using specific features, our team is dedicated to providing timely and helpful responses.

Contact our Customer Care Team at: customercare@burnalong.com

→ How To Navigate Burnalong

As mentioned earlier in this toolkit, don't forget to explore the 'How To Navigate Burnalong' category. This collection of short, easy-to-follow videos is designed to help you familiarize yourself with all the features of Burnalong. From exploring classes to tracking your wellness journey, these videos will guide you through the platform and enhance your experience.

Revisit the ['How To Navigate Burnalong'](#) category for helpful tips and tutorials.



Getting Started Guide

SUB-ACCOUNTS: EXPAND YOUR WELLNESS CIRCLE



EXPAND YOUR WELLNESS CIRCLE WITH SUB-ACCOUNTS

Welcome to a key feature of your Burnalong experience: Sub-Accounts! Burnalong is not just about your personal wellness journey; it's about sharing that journey with those you care about. As part of our commitment to a holistic wellness approach, we offer the unique opportunity to extend your Burnalong experience to up to 4 friends and family at no additional cost.

WHY USE SUB-ACCOUNTS?

- 1 Shared Motivation and Support:**

Working out with friends or family creates a supportive environment that can keep everyone motivated. When you share your wellness journey, you're more likely to stay committed and enjoy the process.
- 2 Customizable Experience for Each User:**

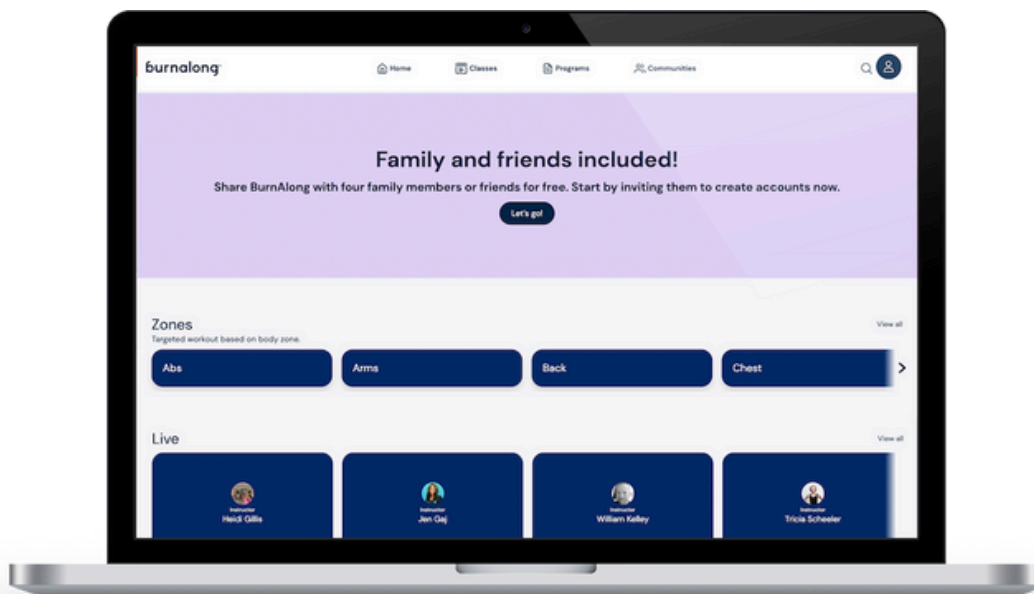
Each sub-account user will have their own personalized profile. This means they can choose classes that fit their individual wellness goals and preferences, ensuring a tailored experience for everyone.
- 3 Connect and Grow Together:**

With sub-accounts, not only can you share your favorite classes, but you can also discover new wellness practices together. It's a perfect opportunity to connect on a deeper level while prioritizing health and fitness.



ADDING FRIENDS & FAMILY

Each Burnalong account comes with the option to add up to 4 free sub-accounts. This means you can invite friends, family members, or anyone else important in your life to join you on this wellness journey, at no extra cost. It's a fantastic way to extend your complimentary wellness offerings to those closest to you.



- 1 Go to your profile picture and select Sub Accounts.
- 2 Select "Add Sub Account".
- 3 Complete and select "Add".
Note: To deactivate a Sub Account, simply click on the Sub Account's name and email and select "deactivate"



QUESTIONS?

Our team is just an email away at customer@burnalong.com



Getting Started Guide

INTRODUCING BURNALONG+



THE BURNALONG+ ADVANTAGE

WHERE FITNESS MEETS FLEXIBILITY & FREEDOM

Our mission is to create an integrated wellness experience that caters to every aspect of your clients' health and fitness needs. By combining the convenience of our online Burnalong platform with the tangible benefits of our Burnalong+ gym network, we're offering a comprehensive wellness solution that's both accessible and adaptable to your clients' lifestyles.

THE SYNERGY OF VIRTUAL AND PHYSICAL WELLNESS

At the heart of Burnalong is the belief that virtual and physical wellness experiences complement each other beautifully. The diversity of our online offerings ensures that your clients have access to a wide range of wellness resources at any time. When your clients upgrade to Burnalong+, they're not just joining a gym; they're gaining access to a network of fitness facilities, each offering unique experiences and community connections. This physical extension of our virtual platform means they can bring the same variety and flexibility to their in-person workouts.

A SIMPLIFIED MEMBERSHIP EXPERIENCE

We understand the common pain points of traditional gym memberships. Burnalong+ was intentionally designed for easy, unburdened access.

- **No Registration Fees:**
Start the journey without any upfront costs.
- **No Binding Contracts:**
Enjoy the freedom of a non-committal membership.
- **No Termination Fees:**
Cancel anytime, from any device, without the need to visit a facility or handle paperwork.



INTRODUCING BURNALONG+

**YOUR ULTIMATE FITNESS PASS FOR \$29/MONTH
SIGN UP OR CANCELLATION FEES? NOPE.**

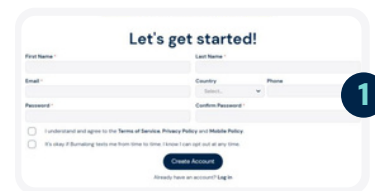


10,000¹ FITNESS LOCATIONS

Gain access to multiple gym facilities nationwide with one digital card. Some amenities may include: saunas, pool, cardio equipment, group classes.

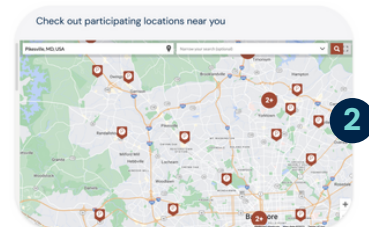
1 Activate your complimentary Burnalong account (if you haven't already).

Instantly access 50,000+ on-demand and live classes.



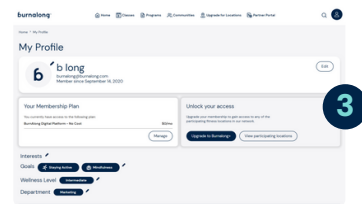
2 Locate fitness centers in your area.

Use the search feature within your account to find locations wherever you are.



3 Upgrade to Burnalong+.

Access 10,000+ fitness locations nationwide at a flat monthly rate.



4 Visit any participating fitness center nationwide.

Access your ID card in your profile within the Burnalong app, present it at the front desk, and go as often as you like!



¹ Access to Fitness locations provided by Tivity Health Services, LLC, an affiliate of Burnalong, Inc. Fitness locations are not owned or operated by Tivity Health or its affiliates. Burnalong+ Subscription with fitness location access option entitles subscriber to use the fitness location facilities and amenities available to the holder of a basic membership at the fitness locations. Facilities and amenities vary by location.

Facilities and amenities vary by fitness location. Check with participating fitness location for hours of access.



Resources for Success

YOUR CLIENT'S FIRST 100 DAYS WITH BURNALONG



YOUR CLIENT'S FIRST 100 DAYS WITH BURNALONG

A ROADMAP TO SUCCESS

Embarking on a wellness journey with Burnalong is an exciting step towards fostering a healthier, more connected organizational culture. The first 100 days are crucial for setting the foundation and building momentum. Here's a guide to effectively roll out and maximize the impact of Burnalong in your clients' organizations.

1 Effective Enrollment

One of the biggest challenges in rolling out a new program is overcoming inertia. Have clients encourage team leaders, managers and champions to lead by example. By encouraging their employees to actively look out for and open Burnalong emails, you are helping to break down initial barriers to participation (see: [The Introduction Blueprint](#))

- ✔ Smooth Onboarding Process: Ensure a seamless enrollment process for your clients' teams by providing clear instructions on the registration process (see: [Account Set Up](#)).

2 Utilize Diverse Communication Channels

- ✔ Home Mailers: Ask clients to leverage home mailers from our [Burnalong Launch Resources](#) page to reach their employees in a personal manner.
- ✔ All-Hands Meetings: Have clients announce the introduction of Burnalong during all-hands meetings to ensure company-wide awareness.
- ✔ Leadership Endorsements: Ensure clients share endorsements and experiences from leadership to build trust and credibility in the program.
- ✔ Meeting Agendas: Ask clients to include Burnalong as a regular agenda item in team meetings to keep it front and center.
- ✔ New Hire Orientation: Encourage clients to incorporate the Burnalong registration link in their new hire orientation to onboard new employees.
- ✔ Internal Communication Platforms: Ensure clients regularly promote Burnalong on platforms like intranet, Slack, Teams, and other internal channels.

3 Explore Burnalong's Full Potential

- ✔ **Highlight Diverse Content:** Ask clients to showcase the wide range of classes and wellness activities available on Burnalong to cater to diverse interests and needs such as chronic condition self-management.
- ✔ **Promote Regular Use:** Ensure clients are encouraging employees to regularly explore and use Burnalong, integrating wellness into their day.

4 Continuous Promotion and Feedback

- ✔ **Maintain Engagement and Adapt to Needs with Ongoing Communication:** Have clients foster engagement while remaining adaptable to the unique needs of their organization by maintaining an open line of communication. Encourage ongoing dialogue about Burnalong, and use feedback as a valuable tool to tailor their approach and promote its benefits effectively within your organization.
- ✔ **Gather Feedback:** Ask clients to regularly collect feedback from employees to understand their experience and adapt their wellness initiatives accordingly.

5 Celebrate Milestones

- ✔ **Acknowledge Progress and Success by Celebrating Milestones:** Ensure clients track and celebrate their journey by acknowledging milestones in the first 100 days and beyond. These milestones signify successful implementation and enrollment, showcasing their progress and achievements as an organization and for their employees.
- ✔ **Share Success Stories:** Have clients highlight success stories to inspire others and demonstrate the real impact of Burnalong.





Resources for Success

THE MARKETING PORTAL



YOUR GUIDE TO THE BURNALONG MARKETING PORTAL

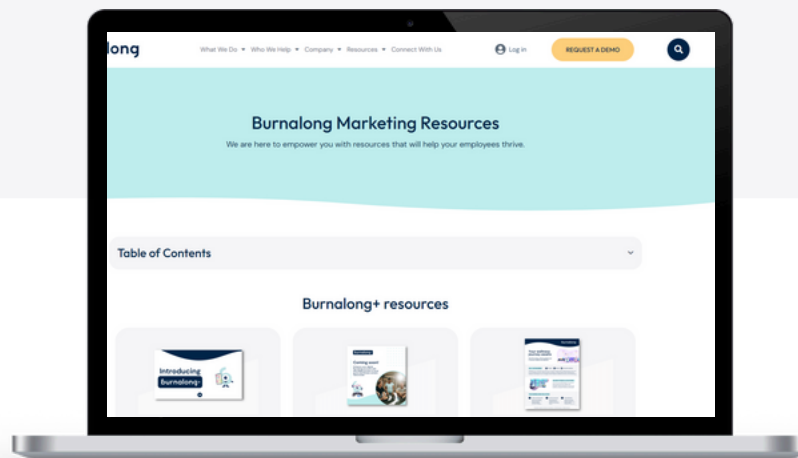
We believe in providing your clients with the tools to succeed. Our [Marketing Portal](#) is a testament to this commitment, offering a diverse range of promotional assets and materials that cater to the unique needs of your clients. Each month, we update the portal with themed materials, eye-catching flyers, and tailored challenges, ensuring they have fresh content to keep their team motivated and engaged.

➔ Monthly Class and Event Calendars

Your clients will stay ahead of the curve with our exclusive monthly class and live event calendars. These calendars are their guide to daily class recommendations, helping them plan and promote wellness activities that resonate with their team. From yoga sessions to mindfulness workshops, our calendars offer a variety of options to suit different interests and wellness goals.

➔ Engagement and Informative Resources

Our portal doesn't just stop at classes and events. We provide a range of engagement and informative resources to deepen your clients' understanding of employee wellness. From curated playlists to interactive challenges, these resources are designed to foster a culture of health and well-being in their organization.





Resources for Success

**START YOUR
FIRST CHALLENGE**



START YOUR FIRST CHALLENGE: UNLOCK THE FULL POTENTIAL OF BURNALONG

Welcome to an exciting aspect of your clients' Burnalong experience – implementing challenges! Challenges are a powerful tool to enhance engagement and motivation within your clients' organizations, guiding employees toward their health and well-being goals.

ENGAGE AND MOTIVATE YOUR TEAM

While some challenges can have a competitive edge for those who enjoy that environment, it's essential to maintain an inclusive and supportive atmosphere. This approach ensures that everyone, regardless of where they are on their fitness journey or what their wellness interests may be, feel welcomed and motivated.

Flexible Goals: Suggest that clients consider first implementing minutes-based goals, like the '[Total Wellness Journey](#)'. This allows participants to engage in various wellness activities at their own pace, accommodating their schedules and preferences.



A STEP-BY-STEP GUIDE

To help your clients get started, we've provided a series of attachments with step-by-step instructions and inspiration for creating and implementing their first challenge on Burnalong. The next 5 pages of this toolkit will guide them through:

- 1** The process of setting up an individual challenge on the Burnalong platform.
- 2** Instructions on how to accept a Challenge invitation.
- 3** Defining challenge objectives and establishing clear, attainable goals for the challenge to ensure alignment with their wellness strategy.

Introducing your first challenge is more than just a one-time event; it's about building a culture of wellness within your organization. By leveraging the power of challenges, you encourage continuous engagement, foster a sense of community, and contribute to the overall health and well-being of your clients.



CREATING A CHALLENGE

LEARN HOW TO CREATE AN INDIVIDUAL CHALLENGE FROM WITHIN THE BURNALONG PLATFORM.



1 Once logged into your Burnalong account, navigate to Individual challenges.

4 Choose the challenge type, and select "Highest" or "Set a goal" for the challenge structure. Provide the details of your challenge.

2 Click on Create Challenge.

5 Invite your co-workers to the challenge by searching and selecting their name from the client list.

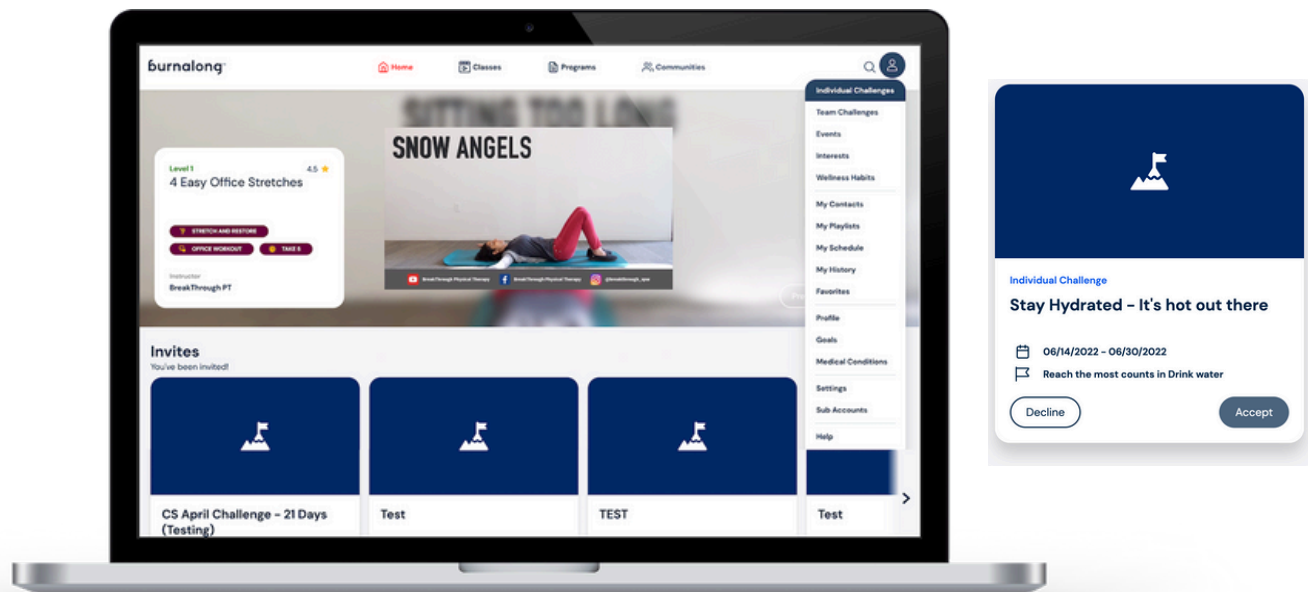
3 Enter the name, start date and end date for the challenge.

6 Click Launch Challenge.

➔ Remember to communicate with your organizational members to join the Burnalong challenge from within the Burnalong platform under the "invitation/invites" section.

ACCEPTING A CHALLENGE INVITE

LEARN HOW TO JOIN A CHALLENGE
FROM WITHIN THE BURNALONG PLATFORM.



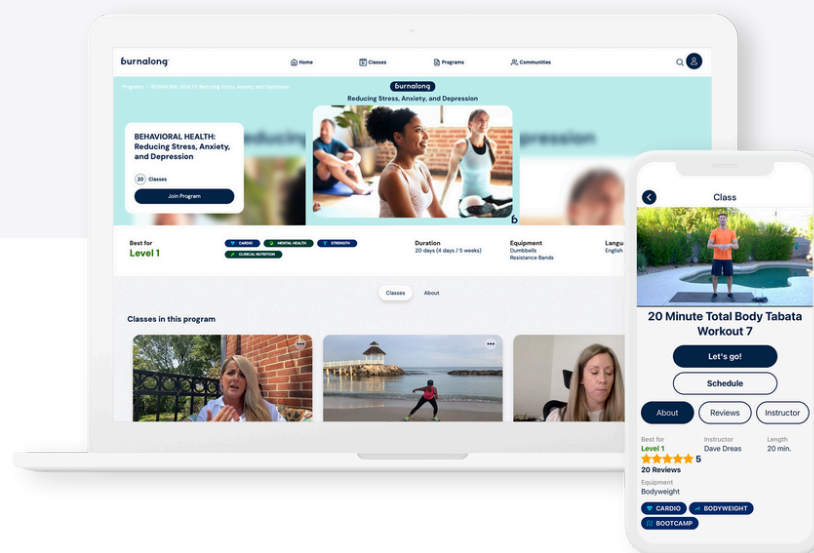
- 1 Log into Burnalong
- 2 Click on the Individual Challenges tab
- 3 Join the challenge from under the invite section

ARE YOU READY TO TAKE TIME OUT FOR YOURSELF?

YOUR TOTAL WELLNESS JOURNEY STARTS TODAY!



- 1** This Total Wellness Journey is meant to encompass different aspects that contribute to the entire well-being – leaving your mind, body, and spirit feeling renewed.
- 2** You can select from 1000's of classes in dozens of categories that span all areas of wellness. No matter where you are in your wellness journey, there is something for you. Take classes whenever you want within the Burnalong platform!
- 3** Take this time to invest in your wellness. Log in and participate in 100 minutes of classes of your choosing within the next 4 weeks to complete Your Total Wellness Journey.



Activate your free
Burnalong account today!

ARE YOU READY TO GET 7-8 HOURS OF SLEEP?

YOUR BURNALONG WELLNESS HABIT CHALLENGE BEGINS TODAY



- 1** This Wellness Habit Challenge is meant to encourage you to get 7-8 hours of sleep at least 3 times each week.
- 2** Select the "Sleep 7-8 hours" wellness habit from inside the Burnalong platform and confirm it as one of your wellness habits to track. You can access this on your homepage or by clicking on your profile picture in the top right corner.
- 3** Sleep 7-8 hours at least 3 times each week to complete The Wellness Habit Challenge. Take this time to invest in your wellness!



**Activate your free
Burnalong account today!**

ARE YOU READY TO EAT THE RAINBOW?

YOUR BURNALONG WELLNESS HABIT CHALLENGE BEGINS TODAY



- 1** This Wellness Habit Challenge is meant to encourage you to eat more fruits and vegetables and eat a variety of foods that match the colors of the rainbow.
- 2** Select the "Eat fruits & vegetables" wellness habit from inside the Burnalong platform and confirm it as one of your wellness habits to track. You can access this on your homepage or by clicking on your profile picture in the top right corner.
- 3** Actively track your "Eat fruits & vegetables" wellness habit at least 5 times each week to complete The Wellness Habit Challenge. Take this time to invest in your wellness!



**Activate your free
Burnalong account today!**



Resources for Success

DRIVE ENGAGEMENT WITH CHAMPIONS



WELLNESS CHAMPIONS: DRIVING ENGAGEMENT AND WELLNESS WITHIN YOUR CLIENTS' ORGANIZATIONS

WHO ARE WELLNESS CHAMPIONS?

Wellness Champions are enthusiastic, influential members within your clients' organizations who can play a pivotal role in advocating for and maximizing the use of the Burnalong platform. These individuals are not just users; they are motivators, leaders, and role models who inspire others to participate and engage in wellness activities. They embody the spirit of health and wellness and are instrumental in creating a vibrant, health-focused culture in your clients' workplace.

KEY TRAITS OF A WELLNESS CHAMPION

- ✓ **Passionate About Wellness:**
Look for individuals who are genuinely interested in health, fitness, and overall well-being.
- ✓ **Eager to Motivate Others:**
They should be enthusiastic about encouraging others to participate in wellness activities.
- ✓ **Influential and Respected:**
Champions often have a positive influence on their peers and are respected within your organization.
- ✓ **Engaged with Burnalong:**
Ideal champions are active users of Burnalong who understand and appreciate its benefits.

CREATING A CULTURE OF WELLNESS

CHAMPIONS AT THE HEART OF CHANGE

By clients identifying and empowering Wellness Champions within their organization, they create a powerful network that can significantly elevate the wellness culture. Wellness Champions not only inspire individual participation but also contribute to a supportive and health-conscious work environment.

YOUR PARTNERS IN WELLNESS

Remember, champions are more than just participants; they are your clients' partners in transforming the health and wellness landscape of their organization. Encourage, support, and celebrate them as they lead the way in making Burnalong a vital part of their organizational culture.





Resources for Success

BEST PRACTICES: MAXIMIZE THE IMPACT OF BURNALONG



BEST PRACTICES FOR SUCCESS WITH BURNALONG

Our experience has shown that understanding and effectively communicating the full capabilities of Burnalong as a comprehensive wellness solution is key to success. Here are some strategies and best practices to help your clients maximize the impact of Burnalong within your organization.

ENHANCE YOUR CLIENTS' BURNALONG EXPERIENCE

Articulate the Full Capability of Burnalong

- ✔ Communicate the Diversity of Offerings: Ask clients to emphasize that Burnalong caters to a wide range of interests, abilities, and wellness stages that cover over 70 different areas of wellness. From beginners to fitness enthusiasts, there's something for every employee.
- ✔ Personalize the Experience: Have clients encourage employees to explore various classes and programs that align with their personal wellness goals.

Leverage Challenges to achieve goals

- ✔ Set Up Wellness Challenges: Suggest that clients create challenges that align with their organizational goals, like stress reduction, or team-building.
- ✔ Track Progress and Celebrate Achievements: Ensure clients recognize and celebrate milestones and achievements to maintain enthusiasm and participation.

Focus on Inclusion

- ✔ Inclusive Communication: Clients should use inclusive language and imagery in all communications about Burnalong.
- ✔ Diverse Offerings: Have clients highlight the variety of classes that cater to different cultures, abilities, and interests – there's over 70 to choose from!
- ✔ Promote Public Playlists: Encourage clients to have employees explore playlists on Burnalong. These lists can help users discover new classes and wellness categories.
- ✔ Share Recommendations: Ask clients to regularly share recommended playlists to guide employees towards new and engaging content.



Beyond Onboarding

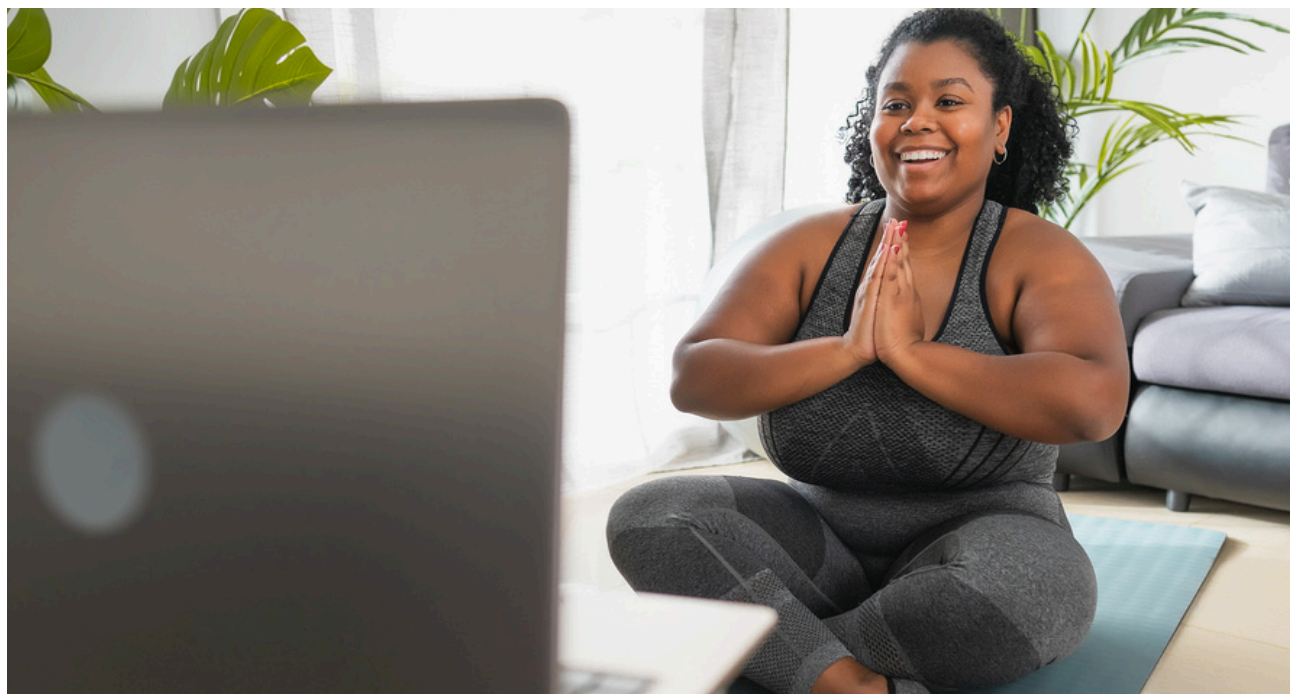
ENGAGEMENT & CULTURAL INTEGRATION CHECKLIST



BEYOND ONBOARDING: ENGAGEMENT & CULTURAL INTEGRATION CHECKLIST

SUSTAINING A CULTURE OF WELLNESS WITH BURNALONG

Welcome to the next phase of your clients' journey with Burnalong – cultivating and embedding a sustainable wellness culture within their organization. Following the onboarding and implementation of Burnalong, this checklist is their guide to seamlessly integrating the platform into their organization's daily fabric. The transition from the enrollment phase to the engagement phase marks a critical pivot in their wellness program. This checklist is designed to help them navigate this next phase, ensuring maximum engagement and long-lasting impact.



ENGAGEMENT & CULTURAL INTEGRATION CHECKLIST

- Ensure clients include Burnalong registration and introduction as part of the standard onboarding process for new hires. (see: [Account Set Up](#))
- Ask clients to feature Burnalong in their internal newsletter. Tip: Utilize ready-made monthly wellness-themed content available on the [Marketing Portal](#) to save time and maintain consistency.
- Wellness Wednesdays: Have clients dedicate one day a week to health and wellness, highlighting Burnalong classes or challenges.
- Clients should routinely update the company intranet with Burnalong news, user testimonials, and wellness tips for ongoing promotion. Tip: Download the monthly class and event calendar on the [Marketing Portal](#) for quick link access for users)
- Burnalong Breaks: Suggest clients integrate short sessions from Burnalong into the daily routine to promote mental and physical well-being.
- Ask clients to organize quarterly company-wide fitness or wellness challenges using Burnalong to spark healthy competition and camaraderie. (see: [Start Your First Challenge](#))
- Ensure clients establish a regular meeting schedule with Wellness Champions to gather feedback and discuss engagement strategies. (see: [Drive Engagement with Champions](#))
- Have clients establish a recognition program for consistent Burnalong users, celebrating their commitment to health and wellness.
- Clients should share strategies and success stories on how incorporating Burnalong into one's daily routine can lead to improved overall well-being, serving as inspiration to promote continuous cultural enhancement.