



LoneStart 63-Day Team Esteem Challenge

The LoneStart Employee Wellness Initiative utilizes a 63-day Team Esteem Incentive Challenge, where employees form three-person teams and compete for incentives specified by the sponsoring organization. Most employees appreciate the impact rising health care and health insurance costs have on their personal finances and will respond to the opportunity to challenge themselves to make better choices. Our objectives with the Team Esteem Incentive Challenge are to:

- Achieve maximum participation on the part of your employees
- Achieve a significant reduction in their aggregate BMI during the 63-day Challenge
- Create the foundation for a permanent, new culture of health and wellness within your organization

About Team Esteem—and Why it Works

Here's what we know about teams and teamwork:

- Once it discovers its identity, a team will evolve to maximize its potential
- Shared purpose enhances motivation
- Identity with a team improves and sustains a high level of performance

Membership in a team gives the individual an identity beyond one's self. It has been said that, "Teamwork is the fuel that allows common people to attain uncommon goals." As Tom Bouchard said: "Teams are successful when they are focused, have a short cycle time, and are supported by executives." By promoting Team Esteem with program participants, LoneStart maximizes participation in and commitment to the organization's employee wellness initiative.