



# Services Guide



# Services Guide

Our Approach .....	2
Consulting and Strategic Planning .....	4
Data Collection and Analysis .....	5
Cultural Transformation Services.....	6
Wellbeing Services .....	7 - 9





## A Holistic Approach

Based on updated thinking about human nature and behavior change, Corporate Fitness Works' ViDL™ model fuses the best of organizational development and new paradigm employee wellbeing to create truly thriving cultures. Our innovative approach addresses personal wellbeing with a holistic array of programs and services that go far beyond physical health while also attending to important elements of organizational wellbeing such as culture, leadership and environment.



## Comprehensive Solutions

We provide a wide-ranging array of services customized to the unique needs of your organization. From consulting to data collection and analysis to evidence-based wellbeing programs and services, each of our offerings can be delivered independently or in conjunction with others.

### Consulting and Strategic Planning

We learn about the uniqueness of your organization and work with you to formulate a strategic plan to create a truly thriving culture. We provide guidance and evidence-based recommendations on use of resources, program design, creating a supportive climate, integrating initiatives and more.

### Data Collection and Evaluation

- Thriving Workplace Culture Survey™
- Review and interpret existing employer data
- Participation, completion and satisfaction data
- Health screenings

### Evidence-Based Programs

- Culture visioning workshops
- Leadership development
- Onsite wellbeing professionals
- Health education and health fairs
- Healthcare consumerism
- Intrinsic coaching
- Lifestyle improvement programs
- Mindfulness-based programs
- Lumina Learning
- Wellbeing challenges



## Consulting and Strategic Planning Services

We strive to understand the distinctive nature of your company; identify strengths and gaps in culture, leadership, engagement and wellbeing; and guide the formulation of a powerful strategy that fuses the best of organizational development and individual health promotion practices. ViDL's highly skilled team of experts excel at creating partnerships aimed to help your organization reach its ultimate goals.



## Data Collection and Analysis

Recognizing that employee wellbeing and organizational culture are inextricably connected, our approach to data collection and analysis includes both. Through innovative tools and an integrated approach, we'll help you objectively assess your organizations' needs and determine the effectiveness of interventions over time. We offer the following data collection and evaluation services:

### **The Thriving Workplace Culture Survey™**

This one-of-a-kind employee survey measures baseline data related to employee engagement and wellbeing, including: organizational identity, workplace climate, work-life balance, growth and development, and leadership. The survey can be delivered every 18 – 24 months to measure changes in both employee and organizational wellbeing.

### **Comprehensive Data Analysis**

ViDL consultants will review relevant data you may already be collecting related to culture, wellbeing, and healthcare costs and provide an integrated analysis of strengths and opportunities. Examples of data we can incorporate into the analysis include: responses from past employee surveys; turnover; lifestyle-related medical claims; workers' compensation claims; and mental health-related medical and disability claims.

### **Biometric Screenings**

As an additional method for organizations to gather data about physical health, ViDL offers biometric screening services delivered by trained technicians. With a standard onsite biometric screening event, the complete process takes approximately 15 minutes per person and includes: blood pressure, total cholesterol, HDL cholesterol, glucose and interpretation of results with a knowledgeable health educator.

### **Participation, Completion and Satisfaction**

As part of our standard evaluation process, we'll track participation and completion data for all wellbeing programs we deliver. When appropriate, we also use post-program evaluations to gather feedback on participant satisfaction and self-reported changes in wellbeing status relevant to the program.



## Cultural Transformation Services

ViDL offers workshops and training for your organizational leaders designed to support the integrated approach to cultural transformation. Highly experienced and skilled in their areas of expertise, our trainers will inspire your leaders and offer practical strategies designed to help them lead authentically, foster engagement and connection, and create the conditions for personal and professional growth.

**We offer:**

### Culture Visioning Workshops

Organizations with truly thriving cultures have clarity on their unique core values and a leadership team that operates cohesively to ensure these values are protected. In this workshop, organizational leaders will: learn what culture really is (and what it's not); participate in engaging conversation to clarify their unique core values; determine what behaviors and practices are consistent and inconsistent with these values; and come to agreement on methods of holding each other and their teams accountable to living these values and supporting the desired culture. This half- or full-day workshop is delivered in person at a location of your choice.

### Lumina Leader

People can be leaders in title but not express the attributes of leadership. Conversely, there are those who don't have the title, but do express leadership qualities. Lumina Leader equips your employees with tools to aid in authentically and effectively creating the conditions for their teams to flourish. Participants will leave with a greater understanding of others; concrete ideas for adapting their leadership style according to the needs of the person and situation; and opportunities to explore their ability to cope with situations they may have struggled with in the past.



## Wellbeing Programs and Services

ViDL offers programs and services that provide your employees the opportunities they need to grow personally and professionally. We deliver only evidence-based initiatives that are in alignment with the most up-to-date understanding of human nature, behavior change and organizational effectiveness.

### Onsite Wellbeing Coordinator

We'll place a full-time, trained, highly qualified wellbeing professional at one or more of your sites. This skilled and experienced professional will champion and lead the wellbeing program, coordinate initiatives and help create an integrated approach to culture and wellbeing across the organization.

### Health Education Seminars

We ensure fresh, innovative and interactive sessions designed to create a-ha moments and inspiration to take next steps. These 45- to 60-minute sessions are delivered via webinar or in person by a professional, knowledgeable health educator.

### Health Fairs

ViDL's interactive health fairs increase awareness of health-related issues and inspire employees to make meaningful changes in their lives. Choose from a list of health education booths and engaging activities.



### Healthcare Consumerism

Through the one-of-a-kind Quizzify portal, your employees can access interactive learning designed to help them make better decisions about their personal healthcare choices and utilization of the healthcare system.

### Intrinsic Coaching

ViDL offers access to an experienced network of highly-trained Certified Intrinsic Coach® professionals. Coaches are skilled at helping employees elicit their own best thinking and decision-making in any area(s) that is important to them, including wellbeing, personal growth or professional development.

### eMindful

ViDL clients have access to this easy-to-use, engaging platform that helps individuals and teams improve their well-being and quality of life through the power of mindfulness. Users can create a custom experience based on their unique needs by choosing from daily mindful sessions or full programs led by experts in the field or a library of on-demand content.



# Lifestyle Improvement Programs

Recognizing that lasting change is complex and takes place over time, ViDL offers multi-session lifestyle improvement programs. These programs provide the opportunity for employees to gradually change their thinking and behaviors over a longer period with the guidance of a trained facilitator and the support of others. Lifestyle Improvement Programs include:

## Am I Hungry? Mindful Eating Program

Delving far beyond the obvious advice to “eat less and exercise more,” the Am I Hungry? Mindful Eating Program focuses on changing beliefs, thoughts, and feelings first, so changes in eating and activity behaviors will last. This eight-week program can be delivered onsite or via webinar by a trained facilitator, or delivered in an online, self-paced format without a facilitator.

## Am I Hungry? Mindful Eating for Diabetes Program

This six-week program for people with prediabetes or diabetes offers a practical mind-body approach that shifts the focus from rigid nutrition rules and strict exercise regimens to awareness of beliefs, habits, thoughts, feelings, and physical sensations. Participants learn to listen to and respond to their “inner expert” to take charge of their eating and health decisions. This program is led by a trained facilitator and delivered onsite or via webinar.

## Workplace Money Coach

This four-week program covers the full financial life cycle, starting with the basics of money management and ending with a focus on wealth building and preparing for retirement. Each session combines education, interactive discussion, and thought-provoking activities to help participants take charge of their financial lives. The program can be delivered onsite or via webinar by a trained facilitator.



## Lumina Spark

Lumina Spark is an individualized psychometric profile tool that provides a colorful framework for better self-understanding. By applying the Lumina Spark model, participants can improve their working relationships with others, unlock many business benefits and develop greater career wellbeing.

## Health Trails Wellbeing Challenges

Through a partnership with Health Enhancement Systems, ViDL offers innovative wellbeing challenges with unparalleled flexibility, quality and service. Moving far beyond tracking diet and exercise, our wellbeing campaigns offer your organization the opportunity to decide what health areas are important to track and customize the challenge accordingly. Whether it's sleep, energy, stress, nutrition, fitness, or other areas, ViDL challenges are easy to implement and engage participants with fun themes, interactive learning and social connections.







A NEW HEALTH PARADIGM



For more information,  
contact Rebecca Johnson  
[BusinessDevelopment@TeamCFW.com](mailto:BusinessDevelopment@TeamCFW.com) or

**(727) 300-0493**

**[CorporateFitnessWorks.com](http://CorporateFitnessWorks.com)**

© 2018 Corporate Fitness Works, Inc.

