



LifeWorks
by Morneau Shepell

LIFT
session

CASE STUDY - CONAGRA

Conagra helps employees stay connected and physically active while working remotely with LIFT session's digital wellness platform



Summary

Conagra, one of North America's leading branded food companies, has always placed employee health and wellness as a top priority. With a significant number of Conagra employees working remotely the company was looking for a way to help employees stay connected and physically active.

Conagra partnered with LIFT to launch a team-based wellness challenge in which participants would accumulate points by getting active. The company also offered a variety of Private Broadcast Classes in which employees would have access to weekly yoga, dance fitness and cardio bootcamp classes. The objective of these classes was to encourage employees to take time out of their busy schedules and get active with colleagues.

LIFT was selected for its ability to deliver a customized, turnkey solution providing a unique wellness challenge structure and a variety of Live Private Broadcast Classes led by world-class instructors. LIFT collaborated closely with Conagra to create a schedule and curriculum optimized for employee participation and engagement. Through LIFT's Wellness Challenge and Private Broadcast Classes Conagra was able to build significant engagement and meaningfully contribute to employee wellness. As evidenced by employee feedback, this initiative has proven to be a huge success.

>92%

Employee satisfaction with
the wellness challenge

>61%

Say their fitness
improved in past 30 days

>55%

Increase in avg. minutes of
physical activity per week

4.8/5

Average private broadcast
class rating

"LIFT has not only increased the level of physical activity for our employees while working remotely but it has also encouraged them to live a healthier lifestyle and work as a team to win a challenge."

Mirela Gedja
Human Resources Generalist

