

# The Corporate Wellness Starter Kit

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A practical guide to launching a wellness program  
your team will actually use.

**FitConcierge**

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Atlanta, GA

## Why Corporate Wellness?

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Employee wellness is no longer a perk. It is a business strategy. Companies that invest in wellness programs see measurable returns in retention, productivity, and healthcare costs. But most programs fail because they start with the wrong approach.

This guide gives you a practical framework for launching a corporate wellness program that fits your team, your budget, and your culture. No jargon, no fluff, just the steps that actually work.

### The Numbers

- Companies with wellness programs see 25% lower absenteeism
- \$3 to \$6 return for every \$1 invested in employee wellness (Harvard Business Review)
- 89% of employees at companies with wellness programs report higher job satisfaction
- 67% of employees say wellness offerings influence their decision to stay at a company

The question is not whether wellness matters. It is how to do it in a way that your team will actually engage with.

## Step 1: Start With a Survey

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Do not assume you know what your team wants. A 5-question anonymous survey takes two minutes to set up and saves you from investing in programming nobody asked for.

### Sample Survey Questions

- On a scale of 1 to 10, how stressed do you feel during an average work week?
- Which of these would you be most interested in? (yoga, meditation, fitness class, sound bath, breathwork, stretching)
- Would you prefer wellness activities during lunch, before work, or after work?
- Would you attend a recurring weekly session or prefer occasional events?
- What is the biggest barrier to wellness in your routine right now?

Use Google Forms or a simple Slack poll. You will likely find that your team wants something different from what you expected. That insight is the foundation of a program they will actually show up for.

## Step 2: Choose Your Format

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Corporate wellness does not have to mean a full-blown program from day one. Start with a format that fits your team size, budget, and culture.

### Option A: One-Time Event

A single wellness session tied to a team event, offsite, or company milestone. Low commitment, high impact. Great for testing interest before committing to a recurring program.

### Option B: Monthly Sessions

A recurring class once or twice a month. Enough to build consistency without overwhelming the calendar. Popular choices: yoga, meditation, or rotating modalities.

### Option C: Weekly Program

A dedicated time slot each week for wellness. This is where culture change happens. Teams that commit to weekly programming see the strongest retention and engagement results.

### Option D: Wellness Day

A full or half-day event with multiple wellness stations: yoga, sound bath, breathwork, massage, or nutrition coaching. Works well for annual retreats, wellness months, or team appreciation events.

## Step 3: Pick the Right Modalities

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Not every team is a yoga team. The key is matching the modality to your audience. Here is a quick guide:

### For Beginners and Skeptics

- Chair yoga: seated, fully clothed, no mat needed
- Guided meditation: 15 to 30 minutes, eyes closed, zero physical demand
- Sound bath: lie down and listen, nothing else required

### For Active Teams

- Yoga sculpt: music-driven, incorporates light weights
- Barre: low-impact but challenging, great for mixed fitness levels
- HIIT yoga: for teams that want intensity

### For Stress and Recovery

- Yin yoga: slow, deep stretches held for several minutes
- Breathwork: guided breathing techniques for nervous system regulation
- Restorative yoga: fully supported poses, deeply relaxing

The best programs rotate modalities so employees can try different things and find what resonates with them personally.

## Step 4: Handle the Logistics

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This is where most companies stall. Here is your checklist:

- Space: conference room, lobby, outdoor area, or rented venue. You need roughly 20 sq ft per person.
- Equipment: a good wellness provider brings everything. You should not need to purchase mats or props.
- Scheduling: survey your team on preferred times. Lunch and end-of-day are the most popular.
- Communication: send a clear email explaining what the session is, what to wear, and that it is optional but encouraged.
- Insurance: your wellness provider should carry their own liability insurance. Always confirm this.
- Budget: private group classes in Atlanta typically range from \$150 to \$500+ depending on group size and duration.

If logistics feel overwhelming, that is exactly what a concierge wellness service handles for you. FitConcierge manages instructor matching, equipment, setup, and communication so your only job is showing up.

## Step 5: Measure and Iterate

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After your first session or first month, check in with your team. A quick follow-up survey or even an informal conversation tells you what worked and what to adjust.

### What to Track

- Attendance rate: are people showing up?
- Satisfaction: did they enjoy it? Would they come again?
- Requests: what do they want more of? Less of?
- Impact: are managers noticing any changes in energy, morale, or collaboration?

Wellness programs that last are the ones that evolve based on real feedback. Start simple, listen to your team, and build from there.

## Ready to Get Started?

FitConcierge brings certified, insured wellness professionals directly to your team in Atlanta.

We handle the instructors, the equipment, the logistics, and the programming so you can focus on your people.

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### **Book a Free Intro Call**

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