

The Corporate Wellness Starter Kit

Everything you need to bring wellness to your team. Seamlessly.

FROM THE FOUNDER

Thank you for downloading this guide. Everything in here comes from years of running boutique wellness studios and delivering programs for companies across Atlanta. My hope is that it helps you build something your team loves. If we can support you along the way, I would love to hear from you.

PARISA HERVANI, FOUNDER

Why Corporate Wellness?

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. The most successful programs all share one thing: they start with a thoughtful approach that puts the team first.

This guide walks you through a practical framework for launching a wellness program that fits your team, your budget, and your culture. Simple, actionable, and designed to help you get started with confidence.

The Numbers

- Every \$1 invested in employee wellness returns roughly \$3.27 in reduced medical costs and \$2.73 in reduced absenteeism, for a total of nearly 6 to 1. (Harvard Business Review, Baicker et al.)
- Companies with structured wellness programs report roughly 25% lower absenteeism on average across multiple industry studies.
- Employees at companies with wellness programs report higher job satisfaction and engagement in surveys by Aflac WorkForces Report and EBRI.
- A majority of employees say wellness offerings influence their decision to stay with an employer, per EBRI and industry retention research.

The question is not whether wellness matters. It is how to shape a program your team will love.

Step 1: Start With a Survey

It is easy to assume what your team wants, and often we are close. A quick 5-question anonymous survey takes just two minutes to set up and gives you the confidence to invest in programming your team will genuinely enjoy.

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, pilates, meditation, sound bath, fascia release, breathwork, Reiki, 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. The insights often reveal preferences you might not have expected, and that clarity is the foundation of a program your team looks forward to.

Step 2: Choose Your Format

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.

Option D: Wellness Day

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

Option E: Full-Service Retreat

End-to-end retreat production including venue sourcing, catering, design, and wellness programming. For companies that want an experience their team remembers for years, not weeks.

Step 3: Pick the Right Modalities

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

- Fascia release: seated, in work clothes, done right at your desk. Zero setup, zero commitment. Our lowest-friction corporate wellness option.
- 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.
- Pilates: mat-based strength and mobility work.
- HIIT yoga: for teams that want intensity.

For Stress, Recovery, and Growth

- Yin yoga: slow, deep stretches held for several minutes.
- Breathwork: guided breathing techniques for nervous system regulation.
- Reiki: energy-based healing session, seated or lying down.
- Restorative yoga: fully supported poses, deeply relaxing.
- Enneagram workshop: team-building session that helps colleagues understand each other. Especially powerful for leadership retreats.
- Art meditation: creative mindfulness for teams that want a break from screens.

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

Step 4: Handle the Logistics

Logistics can feel like the tricky part. Here is a simple checklist to make it easier:

- Space: conference room, lobby, outdoor area, or rented venue. You need roughly 20 sq ft per person for most movement classes. Chair-based sessions like fascia release need almost none.
- Equipment: ask your wellness provider what they bring. Most bring their own hand equipment and props. For yoga mats, either your team brings their own or the provider arranges mat rentals for the group. Clarify this upfront.
- 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 in writing before booking.
- Budget: private group classes in Atlanta typically range from \$150 to \$500+ depending on modality, group size, and duration. Full retreats and multi-station wellness days range higher.

If logistics feel overwhelming, that is exactly what a concierge wellness service handles for you.

FitConcierge manages instructor matching, programming, communication, and every logistical detail so your only job is showing up. Mat rentals available on request for groups of up to 15.

Step 5: Measure and Iterate

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? Repeatedly?
- Satisfaction: did they enjoy it? Would they come again?
- Requests: what do they want more of? Less of?
- Impact: are managers noticing changes in energy, morale, or collaboration?
- Retention conversations: do exit interviews mention wellness offerings positively?

Wellness programs that last are the ones that evolve based on real feedback. Start simple, listen to your team, and build from there. Your best program will look nothing like your first one, and that is exactly how it should work.

Ready to Get Started?

FitConcierge brings certified, insured wellness professionals directly to your team, offsite, or event in Atlanta and beyond.

We handle the instructors, the programming, and the logistics.
You focus on your people. We deliver the experience.

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Deloitte · CHOA · Patagonia · Taft · Georgia Tech · Atlanticus · Scottish Rite · Etherio

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