BLOG

# “CORPORATE WALKATHON”




Image Source: Pexel

Our journey started with empowering corporations through Leadership Development and Executive Presence. In the journey, we realized the crucial role of Corporate Wellbeing. Introducing the 'Corporate Walkathon League' the key step in our corporate well-being initiative

Our flagship event is the **"Corporate Walkathon League."**

We know walking is a fundamental part of our daily lives, but it's often overlooked. Research shows that 15-20 minutes of a daily walk can increase one's life expectancy. We aim to help corporates bring holistic development to their employees through digitisation

***Doug Conant, CEO of Campbell’s Soup, once said***

***‘To win in the marketplace, you must win in the workplace’.***

TWC is a live corporate wellness app designed for the holistic growth of employees. Aiming to increase productivity, optimize resources, and enhance employee engagement and development.

The report says by 2025 the Corporate wellness market in India will grow at a value of INR 21.58 Bn from INR 14.59 Bn in 2019.

**Why is it Important?**

It takes a lot of effort, time and resources to develop a successful corporate team. Today's organizations understand the importance of work-life balance for their employees. A happy employee will contribute more to the success of the business outcomes. As employees spend more time at the workplace. Linking health and wellness goals is a must-have goal in today's organizations.

Corporate Wellness is a holistic approach to turning employees into an asset. Meeting employees' well-being makes it a must-have practice in any organization.

**Today’s New Norm is ‘Work-From-Home’**

COVID-19 has brought human life to snail space today, reducing the work capacity to 50% of its strength. Further pushed companies to accept 'Work from Home', the new norm. Making sure that employees are safe and they can work from home without any impact on business.

This pandemic has been a blessing in disguise for us. Companies are now looking for a "Healthy work-life balance while working from home." Originbluy has started corporate development programs in the health and wellness sector.

**How is it Important?**

A healthy mind reflects healthy behavior, reduces health risks and boosts employee engagement.

1. Provide employees with practical and accessible programs focused on their holistic wellness.

2. Employee health challenges are a crucial element. Considering this, we have introduced app-based teamwork Challenges.
3. Our goal is to motivate companies to focus on their employees' wellness index. Create a health-conscious work environment by introducing an in-app platform.
4. We know that one size does not fit all, that's why we have introduced personal trainers. One-on-one exclusive online app-based interactive live sessions.
5. Healthy behavior is a win-win situation for both employees and corporations. We aim to address the intangible aspects of human behavior through Mental Wellness.
6. Our 12-week program addresses the 8 W's of Wellbeing. Including emotional, physical and mental wellbeing.

**One step more from us, a detailed report of Challenges**

Our Live app supports live interactive sessions for all types of corporations. This session consists of psychological, emotional, physical and financial aspects. Allowing users to interact with each other through engagements like posts or comments. This engagement makes team spirit high and brings new energy to the organization. Making the balance in the work-life culture.

We provide Assessment tests and complete analysis reports of challenges. So let’s all embark on the pleasure of walking and participating in TWC’s “Corporate Walkathon League”. Sounds so good to be true in this hard time, why not drop a message and we will tell you how? Till then, we say, “Healthy living includes creating a healthy community”.