



# Cleveland Cavaliers Employees Step Up Their Step Game

As part of their existing “All For You” Wellness Program, the Cleveland Cavaliers chose to implement an organization-wide walking challenge during the off-season.

**ABOUT THE CLEVELAND CAVALIERS:**

**HEADQUARTERS:** CLEVELAND, OH

**NUMBER OF EMPLOYEES:** 350

## THE STORY

Before entering their second year with a dedicated wellness program, the Cavs organization started looking for ways to help employees track their fitness success and stay active during the off-season.

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### THE START

To help employees step up their game, the Cavs kicked off a three-month walking challenge and provided Fitbit Flex trackers for participants to use to track their activity and log food. In no time, participants were off and running. And jogging. And walking.

### THE ROADBLOCK

The most active program participants racked up nearly 30,000 steps per day. But that inherent motivation didn't apply to everyone. So, to ignite inspiration across the entire organization, program leaders began incorporating short, mini challenges and additional group activities with wellness-related raffle prizes.

### THE RESULT

Employees reached their personal fitness and weight loss goals, conference room meetings became walking meetings, and elevator trips were nixed in favor of the stairs. By the time their challenge came to a close, participants had recorded a cumulative 76.6 million steps—more than 38,000 miles—and created new healthy habits to take into the future.



## EMPLOYEES SOUND OFF

“Fitbit has really helped me find a sustainable fitness routine and has ultimately transformed my lifestyle. It has increased my motivation to run at least 4-5 times per week.” – JESSICA KELLY, LAKE ERIE MONSTERS GROUP EVENTS SPECIALIST

## TIPS & TAKEAWAYS



**Offer Healthy Prizes:** Participants were entered to win prizes related to health and wellness, including gift cards to Nike and a local spa.



**Know What Employees Want:** Organizers understood what employees wanted, and ordered their first-choice tracker: the Fitbit Flex.



**Infuse Activity Into Routines:** Participants motivated each other to stay active throughout the workday by turning standard meetings into walking meetings.



**See Small Changes As Big Wins:** Employees found creative ways to stay active, including walking during lunch and walking their dogs an extra block around the neighborhood.

30k

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Daily steps taken by those most active

38k mi

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Total distance walked by participants



To learn more about how Fitbit Group Health can help you develop successful programs, create engaging challenges and improve employee health, contact us at [www.fitbit.com/group-health](http://www.fitbit.com/group-health).

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