

INDUSTRY

# fitness centers

COMPANY: City of Minneapolis

EMPLOYEE POPULATION: 4,100

LOCATIONS: 1



## UNDERLYING BACKGROUND

The first to be designed and staffed by HealthSource Solutions, the City of Minneapolis gained an active fitness center with onsite staff as a part of the employee engagement program. But during anecdotal surveying, it was uncovered that a significant portion of the population, specifically women, were underutilizing the facility despite expressed interest in the equipment and programming. The onsite Senior Fitness Specialist sought to meet their needs by adjusting the program.

- Conducted engagement surveys with the City of Minneapolis employees.
- Established a pilot program just for the women to measure program potential.
- Developed a roadmap, based on survey results and class potential, that addressed the expressed needs while fostering community and culture building within the women employee population of the City of Minneapolis.

## IN THEIR OWN WORDS...



The gym is a great bonus of working for the city!

This was such a friendly and welcoming environment. Thank you for organizing this class!

These group exercise classes have been a great way to break up my day.



## STRATEGIC APPROACH

- Conducted a quantitative engagement survey to identify knowledge gaps, challenges, and areas of interest.
- Established goals and criteria for classes around resistance and strength training.
- Established a brand for the new program, “*Ladies that Lift.*”
- Launched a one-month pilot program designed around two 30-minute guided classes per week.
- Collaborated with Human Resources and Women’s ERG to expand programming and communication to cross-promote the tailored fitness programming.
- Hybrid option was incorporated to allow work-from-home employees to participate on their off days, expanding the reach of the program.

## SOLUTION OVERVIEW

This innovative solution was made possible by our Senior Fitness Specialist, personally listening and engaging with employees and exploring their needs. The knowledge gap and feelings of intimidation women were feeling was unknown and unrecognized, providing an unexpected opportunity for education, inclusion, and community.

## OUTCOMES

The pilot program started with 15 participants per class and validated the need and desire for more strength programming tailored towards women. The program has continued, turning “*Ladies that Lift*” into a keystone program showcased during interviewing and employee onboarding.

- Increased usage of facility and equipment.
- Helped develop a stronger sense of community and accountability among participants.
- Created additional opportunities for communication, reinforcing the organization’s culture and value to the employees.
- Led to additional collaborations with Women’s ERG including mobility pop-up classes, lunch and learns, and wellness week support.



The Women ERG and the City of Minneapolis are teaming up to create a 4-week strength training program. “*Ladies that Lift*” is designed with the purpose of teaching proper form, technique, and execution of strength training movements, while empowering participants to build confidence in themselves.

## dimensions of wellbeing

Physical

Social

Financial

Purpose

Career

Emotional