



Stride Forward

Mental Health and Wellness (Example Campaign)

Campaign design brief.

Start date:

Duration: 5 weeks

Every Step Counts: Unite, Support, Thrive

OVERVIEW

COMPANY NAME:	Nike (Example Only)
NAME OF CAMPAIGN:	Stride Forward: Nike's Journey to Mental Wellness
CAMPAIGN LEADER:	TBD
SUBJECT MATTER EXPERT:	

BACKGROUND

In an era where the lines between work and life blur, nurturing mental wellness becomes paramount for innovation, creativity, and resilience. Nike, a brand synonymous with breaking barriers and setting benchmarks, recognizes that true strength stems from a balanced and supported mind. "Stride Forward: Nike's Journey to Mental Wellness" emerges from this understanding— a pioneering initiative designed to champion mental health as a cornerstone of holistic well-being and peak performance.

At the heart of Nike's ethos is the belief that every athlete* (*if you have a body, you are an athlete) deserves a support system as strong as their spirit. This campaign is an extension of that belief, aimed at fostering an environment where mental health is openly discussed, actively supported, and seamlessly integrated into our culture of excellence. It's about shifting paradigms— from viewing mental health as merely an individual challenge to embracing it as a collective opportunity for growth, innovation, and unity.

"Stride Forward" is not just a campaign; it's a movement within Nike. It seeks to demystify mental health, dismantle stigmas, and deploy resources that empower our team to take meaningful steps towards mental wellness. Through education, dialogue, and action, we aim to weave mental health support into the fabric of our daily operations, ensuring every member of the Nike family has the tools and confidence to face challenges, celebrate victories, and, most importantly, support one another.

This initiative is a testament to Nike's commitment to its people—highlighting that just as we strive for excellence in performance, we equally prioritize the mental resilience and wellness of our team. "Stride Forward" is about creating a legacy of well-being, where every individual's mental health journey is acknowledged, valued, and nurtured.

Together, we embark on this journey, setting a new standard for mental wellness in the workplace, and redefining what it means to be strong. With "Stride Forward," Nike takes a bold step towards a future where mental wellness is not just a campaign, but a defining pillar of our culture and success.

CAMPAIGN OBJECTIVE

"Stride Forward: Nike's Journey to Mental Wellness" is crafted with a visionary objective to cultivate a workplace that not only acknowledges mental health but elevates it as a fundamental aspect of overall wellness and peak performance. In pursuit of creating a more empathetic, supportive, and resilient Nike community, this campaign sets forth the following objectives:

1. **Elevate Mental Wellness Awareness:** To amplify understanding and awareness of mental health issues, breaking down myths and fostering a culture of knowledge and openness. We aim to enlighten our community about the spectrum of mental health, emphasizing that just like physical health, mental wellness requires attention, care, and support.

2. **Destigmatize Seeking Support:** Challenge and change the narratives around mental health support. Encourage a shift from stigma to strength in seeking help, making it clear that vulnerability is a form of courage and a step towards empowerment, not a sign of weakness.
3. **Empower Through Resources and Tools:** Provide accessible, effective mental health resources and tools that empower employees to take proactive steps towards their mental wellness. This includes workshops, counseling services, mental health days, and digital tools tailored to meet diverse needs and preferences.
4. **Foster a Supportive Community:** Create an environment where employees feel seen, heard, and supported. Encourage open conversations, peer support networks, and community-building activities that reinforce the message that no one is alone in their journey towards mental wellness.
5. **Integrate Mental Wellness into Nike's Ethos:** Seamlessly embed mental health awareness and support into the fabric of Nike's culture and daily operations. Align mental wellness initiatives with business objectives to demonstrate the intrinsic value of a mentally healthy workforce in driving innovation, creativity, and performance.

Through "Stride Forward," Nike aspires to not only support its employees in achieving their personal and professional best but also to inspire the broader industry and community. The campaign aims to catalyze a movement where mental wellness is prioritized as essential to unlocking the full potential of every individual and, by extension, the collective strength and success of the Nike brand.

By achieving these objectives, "Stride Forward" will mark a significant milestone in Nike's enduring mission to inspire and innovate for every athlete in the world, recognizing that true excellence begins with a healthy mind.

AUDIENCE

The primary audience for "Stride Forward: Nike's Journey to Mental Wellness" encompasses the entirety of Nike's diverse and dynamic workforce. From the design studios to the retail floors, from corporate offices to global supply chains, this campaign is tailored for every individual who is part of the Nike family. Recognizing

the unique pressures and challenges faced across different roles within the company, "Stride Forward" aims to resonate with and be accessible to:

1. **Corporate Employees:** Including management, administrative staff, designers, marketers, and all those who contribute to Nike's operations from a corporate perspective. This group often faces deadlines, performance pressures, and the challenge of balancing innovation with personal well-being.
2. **Retail and Frontline Staff:** The faces of Nike across the world, who directly engage with customers and embody the brand's values in stores and community spaces. This group navigates the demands of customer service, sales targets, and the dynamic nature of retail environments.
3. **Manufacturing and Supply Chain Workers:** The backbone of Nike's product journey, tasked with the creation and distribution of products. They encounter unique stressors related to production quotas, operational efficiency, and the physical demands of manufacturing roles.
4. **Remote and Field Employees:** Including those who work outside traditional office settings, such as sales representatives, field marketers, and remote workers. These individuals often face the challenges of isolation, maintaining work-life balance, and staying connected to the broader Nike culture.
5. **Leadership and Executives:** Who play a crucial role in setting the tone for mental wellness within the company. This group is responsible for making strategic decisions under high stakes and fostering a supportive environment for their teams.

"Stride Forward" seeks to engage this diverse audience with a message of unity and support, emphasizing that mental wellness is a collective endeavor. The campaign is designed to be inclusive, ensuring that content, resources, and activities are relevant and accessible to employees across all levels and locations. By targeting this broad audience, Nike aims to weave mental health awareness and support into the very fabric of its organizational culture, ensuring that every member of the Nike community feels equipped and empowered to prioritize their mental wellness.

CHANNEL

Microsoft Teams or email (TBD)

CALL TO ACTION OPTIONS

To galvanize engagement and foster a culture of mental wellness, "Stride Forward: Nike's Journey to Mental Wellness" incorporates a variety of Calls to Action (CTAs) designed to inspire participation, reflection, and change within the Nike community. These CTAs serve as direct prompts for employees to integrate the principles of the campaign into their daily lives, contributing to a more supportive and understanding workplace. The following categories and examples outline the diverse CTAs that will be utilized throughout the campaign:

1. Engage in Dialogue and Education:

- Attend a webinar on managing stress in high-performance environments.
- Participate in a workshop on mindfulness and mental resilience.
- Read and share articles from the mental wellness resource hub on NikeNet.

2. Personal Reflection and Commitment:

- Commit to one action each week that contributes to your mental well-being, such as a digital detox, meditation, or exercise.
- Reflect on your mental health journey in a personal journal or through the Nike wellness app, noting progress and areas for growth.

3. Storytelling and Sharing:

- Share your mental wellness story or a positive mental health experience on Nike's internal platform, encouraging openness and connection.
- Post a message of support or advice on mental wellness in Nike's Teams channels, fostering a community of care.

4. Utilize Support Resources:

- Schedule a session with a mental health professional through Nike's Employee Assistance Program (EAP).
- Explore and utilize the mental health apps and subscriptions provided as part of Nike's wellness benefits.

5. Advocate and Volunteer:

- Become a mental health advocate within your department, helping to disseminate information and resources.
- Volunteer for mental health initiatives and events, either within Nike or in the broader community.

6. Leadership Engagement:

- Managers and team leaders are encouraged to initiate regular check-ins focused on mental wellness, creating an open environment for discussion.
 - Lead by example by sharing personal experiences or commitments to mental health, demonstrating that mental wellness is a priority at all levels of the company.
- 7. Feedback and Continuous Improvement:**
- Provide feedback on mental wellness initiatives and resources, contributing to the continuous improvement of Nike's support offerings.
 - Engage in surveys or focus groups about the "Stride Forward" campaign to help tailor future mental health efforts to employee needs.

Through these CTAs, "Stride Forward" aims to mobilize the Nike community to take active steps towards mental wellness, demonstrating that every action, no matter how small, contributes to a healthier, more supportive workplace. These actions, collectively, are essential strides towards realizing the campaign's vision of elevating mental health at Nike.

CAMPAIGN STRUCTURE

Campaign Duration:	5 weeks
Nudge Frequency:	twice per week

NUDGE PROGRESSION

Week 1: Awareness and Self-Reflection

- **Nudge 1: Understanding Mental Wellness**
 - Begin the campaign by encouraging employees to learn about mental health, recognizing its impact on overall well-being.
- **Nudge 2: Reflect on Your Mental Health Journey**

- Prompt employees to reflect on their own mental health experiences, fostering self-awareness and empathy.

Week 2: Destigmatizing Mental Health

- **Nudge 3: Breaking Down Stigmas**
 - Challenge common misconceptions about mental health to create a more open and supportive culture.
- **Nudge 4: Sharing is Caring**
 - Encourage employees to share their thoughts or experiences related to mental health, emphasizing confidentiality and support.

Week 3: Tools and Resources for Support

- **Nudge 5: Explore Mental Health Resources**
 - Direct employees to available mental health resources, highlighting how these tools can offer support.
- **Nudge 6: Practicing Mindfulness**
 - Introduce a simple mindfulness exercise, encouraging employees to take a moment for mental clarity and focus.

Week 4: Building Resilience

- **Nudge 7: Cultivating Resilience**
 - Share tips on building mental resilience, underscoring its value in personal and professional growth.
- **Nudge 8: The Power of Positive Thinking**
 - Invite employees to practice positive thinking, illustrating how mindset can influence mental health and resilience.

Week 5: Community and Collective Support

- **Nudge 9: Fostering a Supportive Community**
 - Motivate employees to support one another, emphasizing the strength of community in promoting mental wellness.
- **Nudge 10: Commitment to Continuous Support**
 - Conclude the campaign by reaffirming Nike's ongoing commitment to mental wellness and encouraging continuous dialogue and support within the community.

Each nudge is designed to progressively build upon the previous one, guiding Nike employees through a journey of mental wellness awareness, understanding, and action, with the ultimate goal of fostering a supportive and health-conscious workplace culture.

NUDGES

Week 1: Awareness and Self-Reflection

Nudge 1: Understanding Mental Wellness

This nudge marks the beginning of our mental wellness campaign, aimed at raising awareness and understanding of mental health's significance in our daily lives and overall well-being. It's designed to encourage employees to start thinking about their own mental health and the role it plays in their happiness and productivity at work.

Title	Begin Your Journey to Understanding
Nudge	Today, let's open our minds to the importance of mental wellness. Reflect on what mental health means to you and its impact on your life.

Quote	Mental health is not a destination, but a process. It's about how you drive, not where you're going.
Quote Author	Noam Shpancer, PhD

Nudge 2: Reflect on Your Mental Health Journey

This nudge aims to deepen employees' understanding of mental health by encouraging them to recognize and share the diverse ways mental wellness impacts their work and personal life. This nudge seeks to further the conversation around mental health, promoting a culture of openness and support within the workplace.

Title	Reflect on Wellness in Your World
Nudge	Think about a time this week when your mental state had an impact on your day. How did it influence your approach to challenges, interactions with others, or your feelings of satisfaction?
Quote	Out of suffering have emerged the strongest souls; the most massive characters are seared with scars.
Quote Author	Khalil Gibran

Week 2: Destigmatizing Mental Health

Nudge 3: Breaking Down Stigmas

This nudge is aimed at challenging and changing common misconceptions about mental health within our workplace. By addressing these stigmas head-on, we strive to create an environment where open discussions about mental health are normalized and encouraged. Educating ourselves and our peers about the realities of mental health can lead to greater empathy, understanding, and support for all employees.

Title	Breaking Down Stigmas
Nudge	Today, let's challenge the misconceptions that surround mental health. By educating ourselves and others, we can foster a workplace that embraces openness and understanding.
Quote	What mental health needs is more sunlight, more candor, and more unashamed conversation.
Quote Author	Glenn Close

Nudge 4: Sharing is Caring

Continuing our effort to foster a supportive and inclusive environment, this nudge encourages employees to share their thoughts or experiences related to mental health. It's an invitation to contribute to a culture of empathy and understanding, emphasizing that everyone's experience is valuable and that sharing can be a powerful step towards healing and support.

Title	Sharing is Caring	
Nudge	Reflect on your own experiences with mental health. Is there a story, thought, or lesson you feel comfortable sharing? Your story could light the way for someone in need of a beacon.	
Quote	Stories are a communal currency of humanity.	
Quote Author	Tahir Shah	

Week 3: Tools and Resources for Support

Nudge 5: Explore Mental Health Resources

With an emphasis on the practical aspects of mental wellness, this nudge guides employees towards exploring and utilizing the resources available to them for mental health support. The goal is to empower individuals with the tools they need to manage stress, navigate challenges, and foster a healthier mental state, underscoring the commitment to providing accessible support for everyone's mental wellness journey.

Title	Your Toolkit for Wellness
Nudge	Dive into the wealth of mental health resources available to you. Whether it's counseling services, mindfulness apps, or stress management workshops, find a tool today that resonates with you and give it a try.
Quote	Self-care is how you take your power back.
Quote Author	Lalah Delia

Nudge 6: Practicing Mindfulness

Building upon the foundation of resources and support for mental health, this nudge introduces the practice of mindfulness as a valuable tool for enhancing mental wellness. By encouraging employees to engage in mindfulness exercises, the aim is to highlight the benefits of present-moment awareness in reducing stress, improving focus, and fostering an overall sense of well-being. This nudge supports the campaign's goal of equipping employees with practical skills to support their mental health.

Title	Mindfulness Moments
Nudge	Today, take a moment for mindfulness. Whether it's a breathing exercise, a short meditation, or simply being present in the moment, mindfulness can significantly reduce stress and increase your clarity and focus. Discover the power of mindfulness for your mental wellness.
Quote	Mindfulness isn't difficult; we just need to remember to do it.
Quote Author	Sharon Salzberg

Week 4: Building Resilience

Nudge 7: Cultivating Resilience

As we progress in our journey towards mental wellness, cultivating resilience becomes a key focus. Resilience, the ability to bounce back from challenges and adapt to adversity, is crucial for maintaining mental health and achieving personal growth. This nudge is designed to inspire employees to reflect on their resilience, recognize their inner strength, and understand how these qualities contribute to their mental wellness and overall success.

Title	Cultivating Your Resilience
Nudge	Consider the challenges you've faced and overcome. What strengths did you discover in yourself? How can these experiences of resilience guide you in facing future challenges? Today, acknowledge your resilience and let it be a source of strength and confidence in your journey towards mental wellness.
Quote	The human capacity for burden is like bamboo – far more flexible than you'd ever believe at first glance.
Quote Author	Jodi Picoult

Nudge 8: The Power of Positive Thinking

In the continuum of fostering a mentally healthy workplace, the cultivation of a positive mindset stands paramount. This nudge is crafted to encourage employees to embrace positive thinking as a transformative tool that can influence not only their mental health but also their interactions, work performance, and overall life satisfaction. By nurturing positive thoughts, we aim to build a more resilient, optimistic, and supportive community at work.

Title	Embrace Positivity
Nudge	Today, let's practice the art of positive thinking. Identify a challenge you're facing and reframe it as an opportunity for growth. How can a positive perspective change your approach and outcome? Embrace positivity, and watch how it transforms your day and mindset.
Quote	Once you replace negative thoughts with positive ones, you'll start having positive results.
Quote Author	Willie Nelson

Week 5: Community and Collective Support

Nudge 9: Fostering a Supportive Community

As we approach the culmination of our mental wellness journey, the emphasis shifts towards reinforcing the strength and support found within our community. This nudge serves as a reminder that fostering a supportive environment is a collective effort. It calls on employees to actively participate in building a community where everyone feels supported, understood, and valued. Through mutual support, we can create a workplace that not only thrives on individual achievements but also celebrates the power of collective well-being.

Title	Strengthening Our Bonds
Nudge	Reflect on the value of community in our journey towards mental wellness. Today, reach out to a colleague with a message of support or offer a listening ear. Your gesture could make a significant difference in someone's day. Let's unite in strengthening the bonds that make our community resilient and supportive.
Quote	In union there is strength
Quote Author	Aesop

Nudge 10: Commitment to Continuous Support

As the mental wellness campaign draws to a close, it's crucial to reflect on the journey we've embarked upon together and to look forward to how we can continue to support each other in maintaining and enhancing our mental wellness. This final nudge is about commitment—both individual and collective—to ongoing support, learning, and growth in the realm of mental health. It's a call to action for employees to carry forward the insights, practices, and sense of community we've nurtured, making mental wellness an integral part of our daily lives and work culture.

Title	A Commitment to Continuous Support
Nudge	As we wrap up our focused journey on mental wellness, let's commit to making this just the beginning. Reflect on one practice or insight you've gained that you'll carry forward. How will you continue to support yourself and others in fostering mental wellness every day?
Quote	Continuity gives us roots; change gives us branches, letting us stretch and grow and reach new heights.
Quote Author	Pauline R. Kezer

CALENDAR

	Mon	Tue	Wed	Thu	Fri
Week 1	30 Min Kickoff	Nudge 1	-	Nudge 2	Leader : "Great Start!"
Week 2	-	Nudge 3	-	Nudge 4	Recognition: "Great Story by.."
Week 3	-	Nudge 5	-	Nudge 6	Leader: "Why This Matters"
Week 4	-	Nudge 7	-	Nudge 8	Recognition: "Great Story by.."
Week 5	-	Nudge 9	-	Nudge 10	Leader: "Thank You!"

Week 1

Kickoff meeting

Objective: To officially launch the "Wellness Wins: Elevating Mental Health at Nike" campaign, introduce its objectives, and motivate employees to actively participate and engage with the upcoming nudges and activities focused on mental wellness.

Date: [Specify Date]

Time: [Specify Time]

Location: [Specify Location or Virtual Meeting Link]

Agenda:

- Welcome and Introduction (5 minutes)**

- A brief welcome by the campaign leader, outlining the significance of the campaign and its alignment with Nike's values.
 - Introduction of the campaign team and any subject matter experts or guest speakers.
2. **Campaign Overview (10 minutes)**
 - Presentation of the campaign's goals, objectives, and expected outcomes.
 - Explanation of the campaign structure, including the timeline, nudge progression, and key components.
 3. **Understanding Mental Wellness (10 minutes)**
 - A short educational segment on mental wellness, its impact on work and personal life, and the importance of destigmatizing mental health conversations.
 4. **Engagement and Participation (10 minutes)**
 - Detailed instructions on how employees can engage with the campaign, including how to access and respond to nudges.
 - Overview of the "I Commit" and "I Did" buttons' role in tracking participation and engagement.
 5. **Resources and Support Available (5 minutes)**
 - Introduction to the mental health resources and support tools available to employees throughout the campaign and beyond.
 - Information on how to access these resources and how they can be utilized to support mental wellness.
 6. **Q&A Session (10 minutes)**
 - Open floor for employees to ask questions, share thoughts, or seek clarification on any aspect of the campaign.
 7. **Closing Remarks (5 minutes)**
 - Final thoughts from the campaign leader, emphasizing the collective journey towards improving mental wellness at Nike.
 - Encouragement for all employees to participate, support one another, and take full advantage of the resources provided.
 8. **Kickoff Email**
 - Following the meeting, a kickoff email will be sent to all employees, summarizing key points, providing links to resources, and reiterating the importance of their participation in making "Wellness Wins" a success.

Great Start Email

Subject: 🌟 "Wellness Wins" Off to a Great Start!

Dear Team Nike,

What an incredible kickoff to our "Wellness Wins: Elevating Mental Health at Nike" campaign! It's thrilling to see so many of you already engaging with our first steps towards a healthier, more supportive workplace.

This week, we dove into understanding mental wellness and began the important work of breaking down stigmas. Your participation and openness are what will truly make this campaign a success.

Remember:

- Every nudge is an opportunity for growth and learning.
- Your engagement makes a difference, not just for you, but for our entire Nike family.

Let's keep the momentum going strong! Check out this week's nudges if you haven't yet, and remember, we're in this together.

Together, we're not just making strides in mental wellness; we're setting the pace for a healthier tomorrow.

Stay tuned for more updates and resources. Your journey to mental wellness is supported every step of the way.

Thank You for Being Champions of Wellness,

[Your Name]

[Your Position]

Week 2 – Recognition email

Subject: 🙌 Week 2 Done: Big Thanks to You!

Hey Team,

Wow, what a Week 2! Your engagement and openness have been heartening and truly impactful. A huge shout-out to everyone diving into the "Wellness Wins" journey with such enthusiasm.

Quick Highlights:

- Your stories and participation are lighting the way for others. Thank you for sharing and caring!
- Excited for Week 3? We're exploring support tools and resources. Stay tuned!

Your contributions are key to our success. Together, we're building a stronger, healthier Nike.

Cheers to you all,

[Your Name]
[Your Position]

Week 3 – Why It Matters email.

Subject: Week 3 Insight: Why Your Participation Matters ✨

Team Nike,

We're halfway through "Wellness Wins," and your engagement has been inspiring! This week let's pause and reflect on why this matters.

Mental wellness is key to everything we do—from how we work to how we live. It's about thriving, not just surviving. This week, as we explore tools and resources, remember, your mental health is a priority, and every step you take towards supporting it contributes to our collective strength.

Your involvement is making Nike a beacon for mental health awareness and support. Let's keep this momentum and continue to make a difference in our lives and those around us.

Thank you for being an essential part of this journey.

Best,

[Your Name]

[Your Position]

Week 4 – Recognition email

Subject: Week 4 Cheers: Recognizing Your Growth!

Hello Team Nike,

As Week 4 wraps up, it's clear: your dedication to mental wellness is reshaping our culture. Big thanks to everyone for embracing positive thinking and resilience practices. Your growth is our collective success!

This Week's Highlights:

- Kudos to all for exploring resilience and positivity. Your stories and insights are powerful!
- Ready for the final stretch? Week 5 focuses on community support. Let's finish strong, together.

Your efforts are lighting up our path to a healthier workplace. Every step you take in this journey matters.

Keep shining, Team Nike!

Warmly,

[Your Name]

[Your Position]

Week 5 – Thank you email.

Subject: 🎉 "Wellness Wins" - A Heartfelt Thank You!

Dear Team Nike,

As our "Wellness Wins" campaign concludes, I want to express my deepest gratitude to each of you. Your engagement, openness, and support have not only made this campaign a success but also strengthened our community.

Key Takeaways:

- Your willingness to share, learn, and support each other has been inspiring.
- Let's carry forward the commitment to mental wellness and community support.

This is just the beginning. Together, we've laid the groundwork for a culture that values and prioritizes mental health.

Thank you for every step you've taken with us. Here's to continuing our journey towards mental wellness.

Best,

[Your Name]

[Your Position]

CHANGE MANAGEMENT

1. Effective Kickoff:

- Ensure a well-organized kickoff meeting where the campaign's structure, purpose, and expectations are clearly communicated.
- Emphasize the importance of clicking "I Commit" in response to nudges and the role this plays in tracking engagement.

2. Understanding the Tool:

- Provide thorough guidance on how to use the ProHabits tool, focusing on creating and sharing stories.
- Highlight the feature of viewing others' stories to foster a sense of community and shared learning.

3. Regular Recognition:

- Stress the importance of recognition, both in formal communications and in informal settings.
- Explain how recognition not only boosts morale but also encourages ongoing participation and story-sharing.

4. Stories as Engagement Drivers:

- Communicate why stories are critical: they personalize experiences, create relatable content, and inspire others.
- Encourage sharing stories as a way to enhance engagement and provide real-life context to the nudges.

5. Integration with Regular Meetings:

- Dedicate time during regular team meetings to discuss relevant aspects of the company strategy connected to that week's nudges.
- Use these discussions to reinforce the nudges' messages and encourage team reflection and conversation.

6. Managerial Support:

- Engage managers to actively participate in the campaign and encourage their teams to do the same.
- Have managers acknowledge and appreciate team members who actively engage with the campaign and share stories.

7. Continuous Feedback and Adaptation:

- Create channels for continuous feedback on the campaign from participants.
- Be prepared to adapt the campaign based on feedback to ensure it remains relevant and engaging.

8. Highlighting Progress:

- Regularly update the team on the campaign's progress, including participation rates and the impact of their engagement.

By focusing on these specific areas, the campaign is poised to have a strong start, maintain high engagement, drive meaningful interaction, and align closely with the broader goals and strategies of the company.

FREQUENTLY ASKED QUESTIONS (FAQS)

1. What is a ProHabits Nudge and its components?

- A ProHabits Nudge is a concise, motivational message consisting of a Title, Nudge, Quote, and Quote Author. These nudges are tailored to inspire action and commitment towards specific goals or behaviors.

2. How are ProHabits Nudges delivered and what is the user interaction?

- Nudges are delivered to users via SMS, Microsoft Teams, or Email. Users are encouraged to commit to the nudge's action by clicking "I Commit" and later confirm completion with "I Did". This interaction aims to boost engagement and track participation.

3. What defines an effective ProHabits Nudge?

- Effectiveness is achieved by ensuring the nudge is concise (up to 300 characters), relevant, and timely, thereby motivating users to commit and engage with the proposed action or behavior.

4. What is an Employee Campaign in the context of ProHabits?

- An Employee Campaign is a structured initiative with a specific duration, objective, and target audience. It utilizes ProHabits Nudges as part of its content to drive engagement and achieve measurable outcomes.

5. How are Employee Campaigns structured and what are their key elements?

- Campaigns have a defined timeline, typically a few weeks, to avoid fatigue and facilitate learning. Key elements include specific objectives, targeted audience selection, diverse content, and a focus on measurable KPIs for success evaluation.

6. How does ProHabits integrate and secure user data?

- ProHabits ensures data security by deploying its enterprise tool within the customer's environment (ProHabits EDP) and managing data on the WePopuli platform with strict privacy protocols.

7. Can users interact and share experiences within ProHabits?

- Yes, users can interact by sharing stories, responses, and feedback. This feature promotes a community-oriented environment where users can “Like” or comment on each other’s contributions.

8. What are the key metrics for assessing an Employee Campaign’s success?

- Campaign success is measured through metrics like Impressions, Engagements, and Conversions, aligned with the campaign's objectives. These indicators help in evaluating the effectiveness and impact of the campaign.

9. How does change management play a role in ProHabits campaigns?

- Effective change management is crucial for campaign success. It includes elements like campaign kickoff, tool familiarization, participant recognition, story sharing, and integration with regular team activities.

10. What is the process for creating and delivering campaign content?

- Content creation involves developing nudges and other materials that align with campaign goals. Delivery is scheduled and executed via chosen digital channels like Microsoft Teams, email, or SMS, ensuring timely and effective communication.