WellRight + GLOBAL PRAIRIE

Wellness Rooted in Purpose: Global Prairie's Journey with WellRight

How a 100% employee-owned, purpose-built marketing firm turned its wellness program into a living extension of its culture.

> "Our employee owners always tell us they feel seen and heard, and that they love the opportunities we provide them to invest in their wellbeing. That's exactly what we hope for in our wellness program."
>
> **— Julie Fromm, People & Operations Associate and Employee Owner at Global Prairie**

The Challenge

Founded in 2008, Global Prairie is a purpose-driven global marketing and consulting firm that helps organizations harness purpose to drive impactful business results. As a Certified B Corporation ranked in the top 1% worldwide, a women-owned business certified by the Women's Business Enterprise National Council (WBENC), and a 100% employee-owned business, Global Prairie's foundation is grounded in the belief that business can and should be a force for good, and that purpose and profit can coexist on an even playing field.

In addition to its immutable devotion to philanthropy, which is woven into the fabric of its culture, Global Prairie has intentionally cultivated a workplace where everyone is empowered to grow. From the very beginning, employee owners have been encouraged to take ownership of their wellness, an approach which has evolved over the last 18 years in business.

Global Prairie's first wellness program consisted of Fitbits for everyone, monthly step challenges, and a generous wellness reimbursement program. It worked well for a small team, but as Global Prairie grew, its wellness program needed to evolve alongside it.

A wellness program that felt generic or bolted-on was never going to fit a company that prioritizes purpose and shares ownership with its own people; it had to reflect that culture as directly as everything else Global Prairie does.

Global Prairie needed a platform that could:

- Grow beyond step challenges to a holistic wellness strategy
- Engage employees at every stage of their wellness journeys
- Make philanthropy tracking effortless, not extra work
- Reflect its culture built on purpose and employee ownership

The Transformation

From Beginner Roots to a Culture of Holistic Wellbeing

By partnering with WellRight, Global Prairie successfully built a wellness program where physical, emotional, mental, financial, relationship-centered, and career-focused wellbeing all have a place, and employee owners choose what fits their health journey. Activities range from step challenges, to company-wide Diversity, Equity, & Inclusion (DE&I) and cultural initiatives, to self-care and book club challenges, all living in a single, flexible platform.

But that flexibility and hyper-customization isn't incidental; it's a direct extension of who Global Prairie is. When Global Prairie first partnered with WellRight, the platform's bank of prebuilt challenges gave its internal People and Operations team a toolkit they could adapt immediately instead of building from scratch. Today, that same customizable challenge library has evolved, allowing Global Prairie's People & Operations team to turn everyday moments of their culture—founders' calls, book club discussions, photo sharing for the annual culture book—into wellness activities employee owners actually see themselves in.

What Global Prairie Wellness Looks Like Today

105%
ENGAGEMENT*

compared to 53% industry engagement

99%
ACTIVE USERS

over 4 consecutive years enrolled in Global Prairie's wellness program

78%
OF USERS

earned wellness rewards based off program participation

-1
HEALTH SCORE

Health Risk Assessment (HRA) aggregate health score**, compared to a +3.5 industry average

* Engagement is measured by total challenge participations, so when people join more than one initiative, the rate climbs past 100%.
** Global Prairie's HRA aggregate score is scored on a scale where 1 is excellent and 5 signals room for improvement.

What Made the Difference

Custom Activities Built for Their Culture

WellRight's library of prebuilt, fully customizable challenges provides Global Prairie's People & Operations team a constant source of inspiration, plus the ability to brand each one with its own imagery, colors, and designs. Points earned for engaging in these challenges translate to tiered wellness allowances for employee owners to use however they see fit, from gym memberships and fitness equipment to holistic healthcare, mindfulness resources, and other wellness-related expenses.

Simple and Accessible Participation, By Design

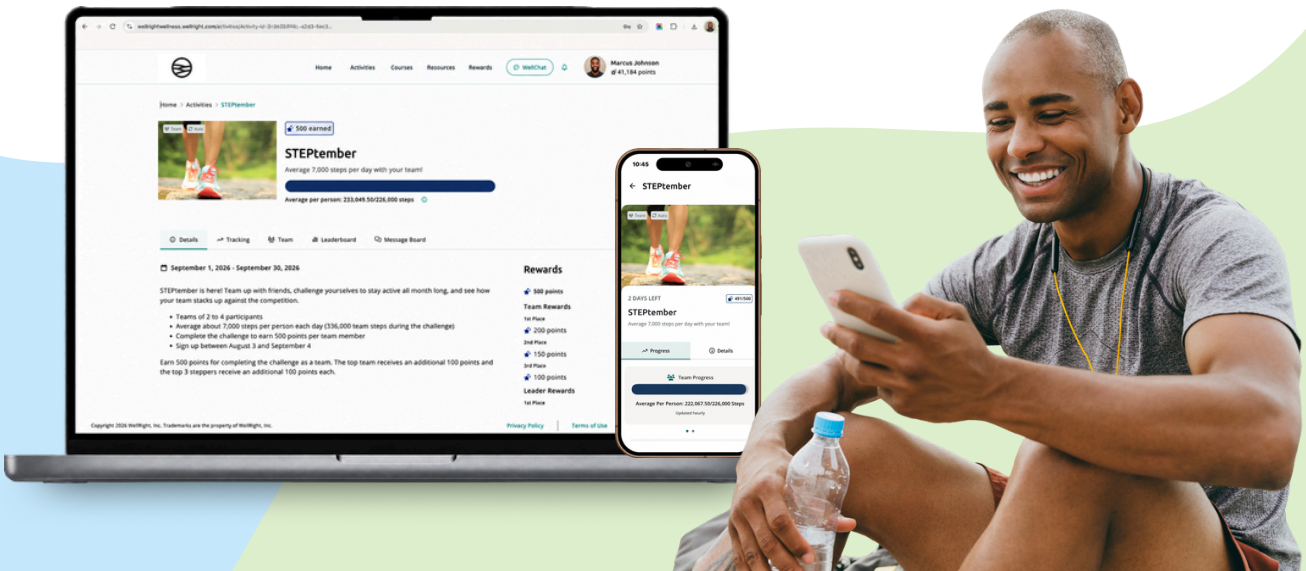
Global Prairie takes advantage of WellRight's full range of challenge-tracking methods in ways that fit different lifestyles and goals. Easy onboarding helps new hires start using the platform quickly, automated text reminders reach employees while they're on the go and not at a computer, and the mobile app makes tracking a regular habit instead of a chore.

A Calendar Built Around Holistic Wellbeing

Global Prairie's themed wellness weeks and months are built to touch every dimension of wellbeing: mental, physical, occupational, social, financial, and more. "STEPtember" drives movement, Mental Health Month pairs mindfulness with recognition, "ESOPtober" connects employee owners to the financial and occupational meaning of employee ownership, and Black History Month and Pride Month programming create space for social and emotional connection. Themed programming is shaped with input from teams like the DE&I Council and refined every year through an employee-owner survey, keeping the calendar as multidimensional as the people it's built for.

Flexible Partnership Tailored for Lasting Wellness

WellRight's flexible platform gives Global Prairie the freedom to design, manage, and report wellness initiatives that are meaningful to its employee owners. From routine preventive care tasks to culture-building wellness events, activities are carefully designed to encourage employee owners to tap into their unique strengths and prioritize their wellbeing.



A Culture that Compounds

Global Prairie credits at least part of its impressive retention and continued growth to the strength of its culture, and its team sees the wellness program as inseparable from that culture rather than an add-on.

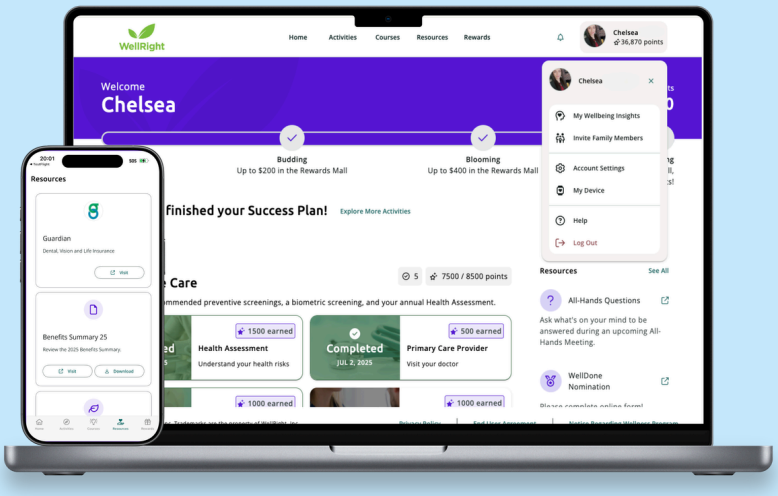
That strength was tested during a major merger, where culture, more than almost anything else, tends to determine whether a deal succeeds or falls apart. Global Prairie's employee-first culture, reinforced daily through its wellness program, helped provide a strong foundation throughout the transition.

The continued partnership between Global Prairie and WellRight has allowed its wellness program to flourish as an extension of its culture rather than a standalone program. By connecting healthy habits, community impact, personal growth, and meaningful connections, the program reinforces the behaviors and values that help employee owners thrive in all areas of life.

> "Our culture is in everything we do, and our wellness program is no exception. Our team members' health and wellbeing is as important to us as our growth goals, our philanthropy and community impact, and our purpose-driven client work."
>
> **— Kirsten Green, Managing Director of Environmental Social Governance (ESG) & Employee Owner at Global Prairie**

See How WellRight Can Transform Your Organization

Learn how our personalization capabilities, flexible platform, and strategic approach can help you achieve impressive results like Global Prairie's.



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