



The Workforce Wellbeing Solution That Supports a Modern DEI&B Strategy

Grokker ensures every employee feels supported in a way that resonates with their unique needs, preferences, and wellbeing goals

Today's top employers know that building a more diverse workforce and stronger employee value proposition requires intentionally integrating corporate diversity, equity, inclusion, and belonging (DEI&B) and wellbeing programs. That's because employees have sometimes wildly different personal life experiences, cultures, attitudes, beliefs, and values — and they all impact their work experience differently. When the powerful forces of DEI&B and whole-person wellbeing efforts come together, they promote a more personal yet community-driven journey for the entire workforce, leading to more successful outcomes for everyone.

67%

of HR leaders say that their organization's core values explicitly include the people-centric value of diversity and inclusion.

(Grokker Innovation Labs)

92%

of HR leaders rely on their corporate wellbeing program to help them support diversity and inclusion efforts.

(Grokker Innovation Labs)

"You can't have an engaged workforce without focusing on wellness, but you can't have a wellness culture if you don't foster inclusion and diversity."

— Neha Mirchandani, CMO & Head of People, Forbes HR Council Member

It's time for DEI&B and wellbeing programs to join forces

"Organizations with diverse workforces enjoy increased financial performance, innovation, and creativity, and decreased attrition and related costs," says Harvard Business Review, "but efforts to address DEI in the workplace are typically disconnected from those aimed at supporting employee health and wellness." The fact is, a diverse employee population needs more wellbeing support from their employers — and this gives companies a bigger, more impactful opportunity to change the way they take care of all of their people, regardless of gender, age, race, ethnicity, religion, neurodivergence, (dis)ability, or sexual orientation.

Grokker delivers the support employees expect — and the results Fortune 1000 clients demand

Every employee wants to "see themselves" reflected in the people and content they engage with, and that's why Grokker is committed to furthering diversity and inclusion in our products and services. With Grokker's employee engagement engine, your workforce enjoys a highly personalized employee experience designed from the ground up to align with diverse and inclusive employee personas from the front line to the boardroom. Grokker delivers:

- Guided wellbeing experiences based on each employee's individual goals and preferences
- Whole-person support across all areas of wellbeing: physical, mental, nutritional, sleep, and financial
- On-demand access to HD video content that's entertaining and easy to digest via any connected device or streaming service
- An inclusive community of peers and wellbeing experts who are as diverse as our global member base
- Motivating individual, team, and company-wide challenges that build camaraderie alongside healthy habits

"Our global customers tell us that Grokker is an important part of their DEI&B strategy, one that helps ensure that every employee feels supported in a way that resonates with their unique needs, preferences, and world view."

— Tammie Presser,
Head of Customer Success





Wellbeing that drives global engagement and retention

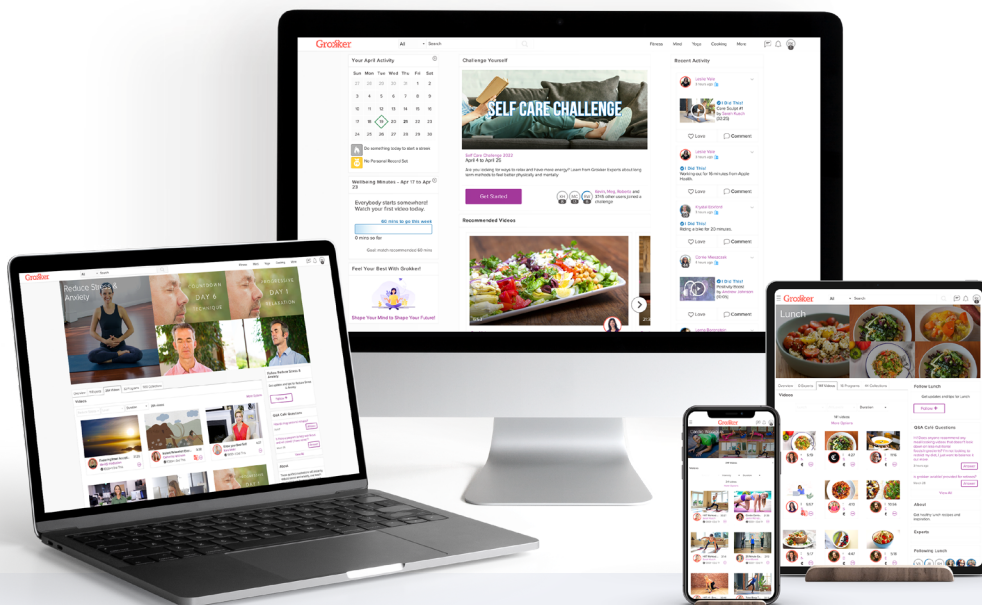
Powering life-changing outcomes for employees in 135+ countries, Grokker's employee engagement engine delivers the results Fortune 1000 clients demand. Employees share their physical, mental, nutritional, sleep and financial goals, and Grokker delivers personalized, guided wellbeing experiences to employees that encourage, motivate, and engender connection so they never feel alone.

Whether you're launching a new wellbeing initiative, augmenting your existing platform or program investment to drive activation and engagement, or replacing your existing platform and/or multiple point solutions, Grokker's unique combination of proprietary content, inclusive interactive challenges, rewards, gamification, community, and expert advice supports employees on their path to personal success — making them feel valued and connected for a culture that drives better business outcomes.

Inspiration on-demand. Upbeat, easy-to-follow, and motivating, our credentialed health and wellbeing experts from around the world deliver guidance, advice, and inspiration.

Something for everyone. Employees can access personalized programs that address their specific health and wellness needs — regardless of their skill level, abilities, and goals. Our patented HD video programs are fully contextual and personalized, taking into account each individual's physical health, mental/emotional health, and social connectedness to deliver content that's a perfect fit.

Available anywhere, anytime. Employees can access Grokker's content and community on-demand from any connected computer, device, or streaming service. With the ability to engage around-the-clock from virtually anywhere — at home, in the office, or while traveling — users' wellbeing routines won't skip a beat.



About Grokker

Founded in 2012, Grokker gives the Fortune 1000 an easier, more effective way to increase employee retention through wellbeing. Grokker's unique employee engagement engine creates a guided wellbeing experience for each person. Grokker personalizes content, challenges, experts, incentives, and community support to encourage people to achieve their goals and motivate them along the way. With Grokker, employees feel valued and connected for a culture that drives better business outcomes.

Supporting millions of employees in over 135 countries on any device, industry leaders, including Boston Children's Hospital, CVS Health, Delta Air Lines, Dominos, eBay, G.E., MGM Resorts, Pfizer, and Target trust Grokker to provide actionable insights and keep employee information private and secure. Whether your company has an existing platform or is starting from scratch, Grokker is turnkey, saving you time and money. For more information, visit www.grokker.com.

Book a Demo Today!

