

QUICK TIPS

The 4 Fitness Personas, and How to Bring Out Their Best

Everyone has different goals that motivate them and their own ways of getting fit. After conducting in-depth research on the fitness needs and motivations of Americans, Fitbit has identified 4 main fitness personas that people fall into. Keep this guide handy as you observe your employees, and learn how you can bring out the best in each of them.



ACTIVE ATHLETES

Who are they? They're off on a run during their lunch hour, and they never miss a gym day. It seems like they're always training for their next 10K or half marathon.

How to engage them: These employees are the perfect wellness champions who can guide others and keep them motivated. Ask them to help plan a company-sponsored run or walk.



MOTIVATED MOVERS

Who are they? They don't always set aside time to work out, but they're likely to walk, dance, or take the stairs. They're not necessarily drawn to a formal fitness program, but are open to new ideas for getting moving.

How to engage them: Encourage this group to have walking meetings with coworkers, or suggest lunch options that'll help them work steps into their existing routine.



CONCERNED CHANGEMAKERS

Who are they? These people aren't very active, but they've realized they need to make a change in their health and fitness. They have a difficult time getting started or staying motivated, and they need a push to get moving.

How to engage them: Offer a variety of fitness classes or activities at the office, like yoga, zumba or a run club, to make their workout convenient and fun.



IDLE AVOIDERS

Who are they? These folks just don't feel ready to start a new fitness regimen. Some of them may have suffered from an injury or other medical condition, and they're reluctant to engage in physical activity.

How to engage them: Host an activity challenge and offer a wellness-related raffle prize (like a gift card to an athletic store) to those who hit a manageable daily step goal—say 7,000 steps.

Want to enable your company to take steps toward better health?

Learn how Fitbit Health Solutions can help by visiting www.healthsolutions.fitbit.com.