

Stepathon: A Team walking challenge towards health



Gurgaon, Haryana Dec 16, 2021 ([Issuewire.com](https://www.issuewire.com)) - In the wake of challenges thrown at us in the past two years, leading organizations are much more apprehensive and look for newer ways to connect and bond, grow with their people. One such popular event amongst everyone is Walkathon/Stepathon or Step- A Thon. Read on to see how you can leverage it for your organization...

Organizations who indulge in employee engagement activities see a 2-fold increase in team building and engagement. But sadly, many organization leaders don't understand the value of team-building exercises. Thus, increasing the work of many HR and engagement managers. They are always on the lookout for new and innovative ways to engage teams better. Deviating from the generic and boring activities like generic competitions and finding an activity that is fun, engaging, all-inclusive, cuts across hierarchies, and is beyond the discrimination of gender is a mammoth's task.

Walking is the easiest and simplest activity that brings everyone together. But how to leverage it as an event? How to make it more attractive, engaging, and rewarding? Plus putting together and launching a Walkathon or **Stepathon** or any kind of 'a-thon' requires a tremendous amount of planning, preparation, and persuasion. So how to ease your way?

What Is Step-Athon?

Introducing Step-A thon challenge on TWChallenge App. In this challenge, you are free to take up any activity of your choice. Like dancing, swimming, running, walking, cycling, yoga, aerobics- the important aspect of this challenge is to move, motivate and push each other and build stronger, higher engaged teams along the way. Each step and activity is recorded and awarded points accordingly.

Step-A thon challenge is a gamified and team-based activity competition. It is designed keeping the ease of implementation in mind. Step-o-meter on the TWChallenge enables real-time step counts. These showcase the collective performance of the teams and individuals through leaderboards. Creating a sense of motivation and healthy competition with higher engagement.

What Can You Do To Ace The Step-A Thon Challenge?

- Download the [TWChallenge](#) app
- Set yourself a target every day. Aim for at least 10k steps a day.
- Decide your favorite activity to earn steps. Will you walk, hop, run, skip, or do all this?
- Get yourself a buddy or buddies to keep going
- Share and gloat about your progress on the TWC app itself

Launching a challenge with us is easy. You don't have to go through the process of brainstorming, designing, calculating, measuring and so much more. Ease of launching, end to end support, step-o-meter to calculate steps everything is sorted. All you must do is decide the launch date, communicate your customizations, and voila you're all set.

Organizations that have launched the challenge have experienced a 2X increase in engagement and a 4X increase in inter-connectedness. Participants cultivated lifelong habits. Motivated, and pushed each other thus building unity and bonding. Points were a motivating factor; some fostered a new friendship.

Two-Fold Benefits Of Launching TWC Stepathon Challenge Are

- A hassle-free event as everything is delivered through the TWC app.
- Improved health of your employees resulting in increased productivity.
- Easy engagement and team-building exercise.
- Flexibility for participants to walk, run, dance, etc at their own time.
- Activity tracker, **BMI tracker**, and weekly assessments.
- Organisation Progress Reports on a weekly basis.
- Expert-based live sessions (on request)
- Creative Communication

Now you won't be skeptical about launching an event like Stepathon. Kickstart your 2022 with all the excitement by launching the TWC StepAthon challenge.



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