

Monday, November 5, 2012

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## Walk the Talk wellness challenge begins today!

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At IBC, we don't just say we care about health and wellness — we walk the talk. We do this through the many programs we offer to our associates, our customers and members, and the community. But this month, we're taking it up a notch! To demonstrate how IBC associates live our mission and make their own health and well-being a personal commitment, today we're kicking off our *Walk the Talk* wellness challenge, a six-week wellness competition involving associates from across the company.

### Who's walking the talk?

The *Walk the Talk* challenge will feature friendly competition among six teams that include associates from across the organization. President and CEO Dan Hilferty and his senior leadership team are participating as The Team to Beat. But the other five teams and their members aren't conceding anything and are looking forward to strutting their stuff and earning bragging rights as they make strides toward better health. For all the details on the six teams and their members, be sure to visit [today's Iway blog](#).

### How the challenge works

Every participant in the challenge makes the pledge to take simple but powerful steps to improve their health through regular exercise, healthy eating, and mind-body wellness, with specific goals in each of these areas. In addition, the six teams will have a friendly competition with each other to win three separate challenges, each lasting two weeks:

**Round 1 – Walking.** Members of each team will be given pedometers. The team that records the highest average number of steps wins.

**Round 2 – Nutrition.** Each team will be given a set of nutritional guidelines. The team with the highest average number of servings of fruits and vegetables wins.

**Round 3 – Exercise.** The team that records the highest average of logged exercise time wins.

Last week, our teams had biometric screenings at the IBC Wellness & Fitness Center to measure basic health indicators such as BMI, body fat percentage, etc. Screenings will also be taken at the end of the competition to measure individual progress. Each team has been given a Walk the Talk toolkit to help them achieve optimal results during the challenge.

### What's at stake?

The teams will compete for friendly bragging rights and for ownership of a trophy for each round. But the real reward they'll all be striving for is better health. Every associate in the company is faced with the challenge of work-life balance and making healthy habits a priority — the same challenges all of our customers and members face every day, too. By participating in this challenge, we're investing in our own health and setting a positive example for all the people we serve about how to incorporate healthy habits into busy lives.


### Walk Along with us: you can participate too!

The challenge teams for this initial pilot of *Walk the Talk* will include about 60 participants — but everyone at the IBC Family of Companies is welcome to play along. To encourage as many associates as possible to participate, we're making available the [challenge guidelines](#) and [daily program log online](#). If you like, you can also pick up a Walk Along toolkit — similar to the ones given to our team members — at the IBC Wellness & Fitness Center front desk at 1901 Market Street, 9th floor.

In addition, a series of articles, videos, and blogs will be available on the Iway over the next six weeks with [tips and resources](#) you can use to incorporate better fitness and nutrition into your daily life. If the members of our challenge teams can do it, so can you!

### Let the games begin!

The teams are pumped and ready to go! Be sure to visit our blog to see who's *Walking the Talk*. And check out our video that includes interviews conducted during the teams' biometric screenings.

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6. Comment by [Kriner, Thom](#) - January 23, 2012, 2:17 p.m.  
With the ever increasing encouragement to use the stairs instead of the elevators, are there plans to make the stairwell clean?  
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5. Comment by [Stroman, Khalisa L.](#) - October 7, 2011, 10:39 a.m.  
Team A.I.M you guys are "really" the team to beat! lol  
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4. Comment by [Stroman, Khalisa L.](#) - October 3, 2011, 11:41 a.m.  
Lets go Team "Blue Jaywalkers"! Good Luck to, 9 womena and a guy, A.I.M., Fitnes Phanatics, For the Health Of it, and to the Team to Beat, we are all winners for signing up for The CHALLENGE.  
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3. Comment by [Burnham, Karen W.](#) - October 3, 2011, 11:29 a.m.  
I have to agree with Kimberly - let's get loggin' our steps TEAM A.I.M.!  
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2. Comment by [Day, Soraya N.](#) - October 3, 2011, 9:19 a.m.  
I think I will be definately going to 1901 Market to get a toolkit. Me and another co worker at 1500 have decided to start walking during lunch and reading this just made me want to do more. I now extra excited to do my walk this afternoon. Good Luck Teams  
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1. Comment by [Siejak, Kimberly K.](#) - October 3, 2011, 9:12 a.m.  
Good luck to all of the teams. Team A.I.M. is the team to beat!  
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