

CASE STUDY



LEVI STRAUSS & CO.

A SIMPLE, FUN AND RELEVANT WELLNESS INITIATIVE

Levi Strauss (India) Pvt Ltd



THE COMPANY

Levi Strauss & Co, is a privately held American clothing company known worldwide for its iconic brand of denim jeans. Levi's has over 16,200 employees worldwide and annual revenues in excess of USD 4 billion. Its Indian operations are headquartered in Bangalore.

THE CHALLENGE

Levi Strauss (India) Pvt Ltd did not have any type of wellness program, and sought an activity that would encourage its young workforce to take responsibility for their health and wellbeing.

WHY STEPATHLON?

Stepathlon represented a simple, relevant, affordable and easy to implement program that would allow employees to choose wellness as opposed to having it thrust upon them.

"Having a simple and straightforward metric – like 10,000 steps a day is very powerful. In performance management, the simplicity of one 10,000 step number is absolutely amazing"

Sanjay Purohit, MD and CEO Levi Strauss (India) Pvt Ltd

"I have seen a significant amount of positivity around the program, people are walking more, being more active, several people have lost weight, looking fitter, looking happier and I couldn't have asked for more"

Sanjay Purohit, MD and CEO Levi Strauss (India) Pvt Ltd

THE OUTCOME

The results speak for themselves. Over 80% of Levi Strauss India employees voluntarily participated and more than 70% averaged in excess of 12,000 steps per day. Feedback indicated that only minor sustainable routine changes, such as walking meetings and taking the stairs, made a significant difference. Team building was enhanced through the creation of internal competitions across the country, leaderboard updates, and encouraging communications from Senior Management.



"Thank you for the wonderful and practical experience that Stepathlon is. It certainly started off the wellness mindset in a relevant way for us – as an organisation"

Shobha Wilson , Head HR – Levi Strauss (India) Pvt Ltd

FACTS AND FIGURES

- 83% of Stepathletes reported taking more than 7,500 steps a day
- 49% of Stepathletes reported an increase in their fitness levels
- 34% of Stepathletes reported being more productive at work
- 33% of Stepathletes experiences increased engagement at work
- 30% of Stepathletes experienced lower levels of stress
- 9.5% of Stepathletes who smoked prior to Stepathon quit smoking
- 53% of Stepathletes lost weight (Average weight loss of 4.37 kgs)

