# BRINGING HOLSM TO THE WORKPLACE.

## EXAMPLE WELL-BEING PACKAGES

Supporting people to feel stronger, healthier and more confident - in work and beyond.

# THE WORKPLACE PILOT

This proposal gives an example of what a Holsm workplace wellbeing pilot could look like within your organisation.

**Why Holsm?**

Holsm provides much more than access to workouts. It gives participants a clear programme to follow, alongside education, accountability, expert support and a community of colleagues progressing together.

The programme has been designed around the realities of busy working lives. Sessions are short, adaptable and available through the Holsm app, so participants aren't reliant on attending at one particular time.

Holsm also recognises that wellbeing isn't simply about doing more. Alongside strength and movement, participants are encouraged to rest, restore and manage stress through yoga, Pilates, mobility, breathwork, mindfulness and sleep support.

Live support is available, while a large on-demand library gives participants the flexibility to take part whenever and wherever it works for them.

**Tailored to your organisation**

Up until now, Holsm has primarily been built around supporting women in midlife and beyond. However, through conversations with organisations, there has been growing demand for a workplace programme that can be offered to both men and women. And because Holsm is so adaptable, we can do exactly that.

The fundamentals of strength, movement, nutrition, mindset and wellbeing are relevant to everyone, and the beauty of the Holsm app is that the programme can be tailored to the needs of your people and your organisation.

Your organisation will have its own dedicated space within the Holsm app, creating a private workplace community where colleagues can connect, share progress, encourage one another and feel part of something - even when working across different offices, locations or countries.

Specific support for women in midlife and perimenopause can still be incorporated where appropriate, alongside content and support relevant to the wider workforce.

# FUNDAMENTALS FIRST PROGRAMME

Fundamentals First is Holsm's eight-week foundation programme and the blueprint behind the wider Holsm approach.

It is designed to give participants the foundations they need to build confidence with strength training while creating realistic, sustainable habits around movement, nutrition, mindset and general wellbeing.

For workplace partners, Fundamentals First can be adapted to suit both men and women, different abilities, different starting points and the particular needs of your workforce.

Participants would receive:

- Our structured eight-week Fundamentals First programme through the Holsm app
- Short, accessible strength workouts for home or the gym
- Live online workouts and a wide variety of on-demand programmes
- Yoga, pilates, mobility, breathwork and mindfulness sessions
- Practical nutrition support, including simple guidance, expert advice and a huge collection of healthy, easy-to-follow recipes within the Holsm app
- Mindset support to help build confidence, manage challenges and create realistic habits that last
- Habit tracking and weekly guidance
- Support and accountability from the wider Holsm team, including fitness, nutrition, mindset, business coaching, yoga and Pilates specialists
- Adaptations for different abilities, needs and starting points

# OUR MISSION

Holsm's mission is to help people feel stronger, healthier, more confident and better supported. We make strength training, nutrition, mindset and wellbeing feel realistic and accessible - without extremes, pressure or the expectation of perfection.

Connection is at the heart of Holsm. Alongside our online community, we can bring colleagues together through in-person events, workshops and training sessions - creating opportunities to learn, connect, try new things and feel part of something.

***"When people feel supported, empowered and truly seen, something powerful happens - they stop holding themselves back and start realising just how capable they are.***

***And when your people are thriving, your business feels the benefit too. Stronger, healthier and more confident people bring more energy, connection and belief in themselves to everything they do - including their work."***

Holly Fivian
Founder

# CHOOSE YOUR PILOT SIZE

Whichever pilot size you choose, each one will include the same complete Holsm workplace experience.

The options shown within this proposal are examples only. Everything can be adapted around the needs of your organisation, including participant numbers, programme focus, additional support and pricing.

**EVERY WORKPLACE PILOT CAN INCLUDE:**

- Full access to the eight-week Fundamentals First programme
- Access to the Holsm app and supporting resources
- Live and on-demand sessions
- A private organisation group within the Holsm app
- A live online welcome and launch session
- A dedicated mid-programme check-in and Q&A
- Workplace-specific encouragement and accountability
- Pre- and post-programme questionnaires
- An anonymised engagement and outcomes report

Participants also have access to Holsm's wider wellbeing offering, including strength training, nutrition support, yoga, Pilates, mobility, breathwork, mindfulness, mindset support and expert resources.

The programme can be adapted for different abilities, needs and starting points, while your private workplace space creates an opportunity for colleagues to connect, share progress and support one another throughout the eight weeks.

# EXAMPLE PILOT OPTIONS

The following are designed to give you an example of what a Holsm workplace pilot could look like.

Every organisation is different, so everything is adaptable - from participant numbers and programme focus to additional support, workshops and ongoing access.

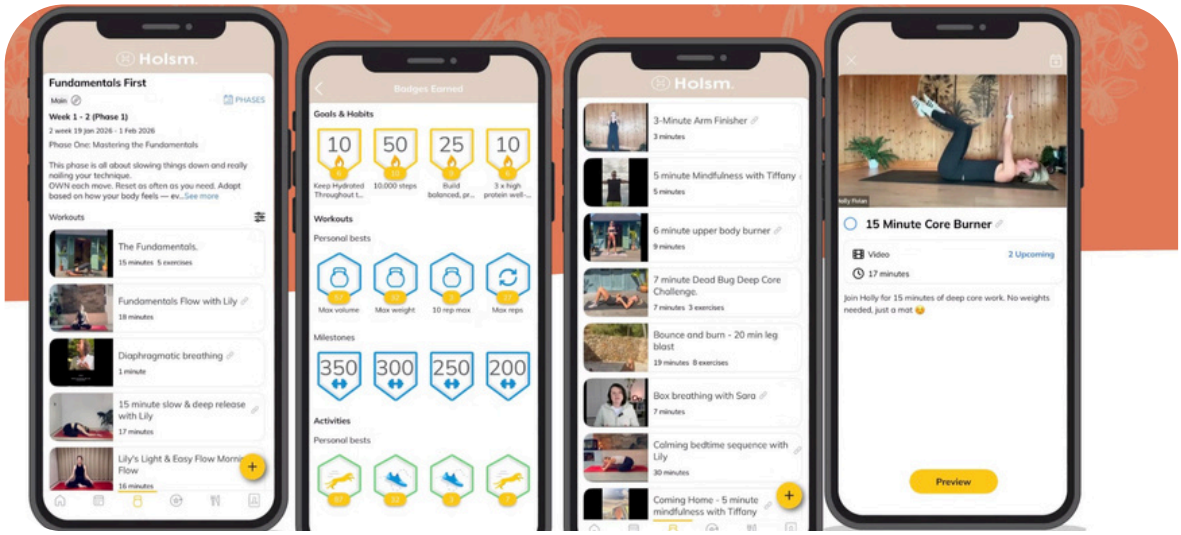
Pricing can also be discussed and tailored depending on the size, needs, objectives and budget of your organisation.

Each of the examples below includes the same complete Holsm workplace pilot experience outlined on the previous page.

**OPTION A - SMALL PILOT**

Up to 10 participants
Eight weeks
£1,750

A great option for organisations wanting to introduce Holsm to a smaller group, gather initial feedback and experience the programme before considering a wider rollout.



# EXAMPLE PILOT OPTIONS

**OPTION B - CONNECTED WORKPLACE PILOT**

Up to 20 participants
Eight weeks
£3,000

A larger group creates even more opportunity for workplace connection and accountability, while providing useful feedback and engagement data to help inform future wellbeing plans.

**OPTION C - LARGER WORKPLACE PILOT**

Up to 30 participants
Eight weeks
£4,250

Ideal for organisations wanting to introduce Holsm across a broader group, connect colleagues across teams or locations and gain a more comprehensive picture of engagement and demand.

**As the size of the pilot increases, the cost reduces, while the programme access, support and workplace experience remain the same.**

# BUILT AROUND YOUR WORKPLACE

The packages within this proposal provide an example of what a Holsm workplace pilot can look like - but they are not one-size-fits-all.

Every organisation has different people, priorities and wellbeing needs.
That's why Holsm can be tailored around your organisation, while retaining the structure and support that make Fundamentals First so effective.

Fundamentals First provides the foundation, but support can be adapted around the needs and interests of your workforce.

This could include additional focus on:

- Strength and physical health
- Nutrition and energy
- Stress and recovery
- Mobility and posture
- Mindset and confidence
- Sleep
- Midlife and perimenopause
- Creating sustainable habits around busy working lives
- Resilience and mindset coaching

Additional talks, workshops, challenges or in-person sessions can also be incorporated depending on what your organisation would find most valuable.

The aim isn't to give your employees another wellbeing app. It's to give them a clear programme, practical support, expert guidance, accountability - and a crew to do it with.

# MEASURING THE IMPACT

The aim of a Holsm workplace pilot is to look beyond attendance at individual live events and assess whether participants are making meaningful changes throughout the eight weeks.

Short, confidential pre- and post-programme questionnaires could measure:

- Confidence with strength training
- Weekly movement and exercise habits
- Energy levels
- Stress and general wellbeing
- Confidence around nutrition and healthy habits
- Feelings of physical strength and capability
- Engagement with the programme
- The value of accountability and community
- Overall experience
- Likelihood of recommending Holsm to a colleague

At the end of the pilot, the organisation would receive collated and anonymised results, helping to demonstrate engagement and inform decisions about future workplace wellbeing support.

# FLEXIBLE WORKPLACE PRICING

The prices shown within this proposal are illustrative examples only.

Final pricing can be discussed and will depend on the number of participants, the needs of the organisation, the level of support required and any additional elements you would like included.

For organisations looking beyond an eight-week pilot, we can also explore an ongoing Holsm workplace membership. Longer-term partnerships allow us to structure pricing very differently, with the potential for a significantly lower cost, particularly where access is being offered across a larger workforce.

Ongoing membership could provide continued access to the Holsm app, programmes, live and on-demand sessions, expert support, workplace community and new content throughout the year, with the package tailored to suit the organisation.

Longer-term corporate membership pricing would be discussed individually based on workforce size, level of access and the support required.

Our aim is to create a package that provides genuine value for your people while working realistically within your organisation’s wellbeing objectives and budget.

# THE HOLSM TEAM & EXPERTISE

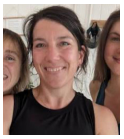
Holsm brings together a trusted team of experts across fitness, nutrition, mindset, yoga, Pilates, breathwork and meditation. Together, we provide our community with well-rounded support for their strength, energy and overall wellbeing - all in one place.

**Holly Fivian**
Fitness Coach & Founder

**Jemma Adair**
Registered Nutritionial Therapist

**Bex Edwards**
Executive Coach

**Lily Cork**
Yoga Instructor



**Vida Cleland**
Pilates Instructor

**Marianna Osborne**
Physiotherapist

**Tiffany Andras**
International Mindfulness Teacher & Executive Coach

**Sara Dance**
Breathwrok coach

We'd love to help your people feel stronger, healthier and better supported - so they can thrive both in work and beyond.

Let's talk about what Holsm could look like in your organisation.

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