



## CASE STUDY

# PayPal

## Mind Over Matter Challenge



## Program

PayPal | Mind Over Matter Challenge: A 21-day wellness journey using microlearning and gamification.

## Objective

With the Pandemic period extending, the energy and engagement of employees working from home became a concern. So did their health and wellness. The challenge laid out to us was: How do we engage employees working from home and inspire them towards fitness?

## Background

The objective of this 21-day journey was to:

- Encourage participant wellbeing.
- Introduce participants to various wellness challenges ranging from movement, meditation, nutrition and more.
- Take the participants mind off from the current grim situation and re-focus it to enhance overall wellbeing .

## Solution and Execution

The 21-day wellness journey was designed with the objective of alleviating the boredom and building stronger team cohesiveness.

There was a new challenge launched each day for all 21 days. The challenges were curated such that it positively impacts the physical, mental and spiritual wellbeing of the participants.

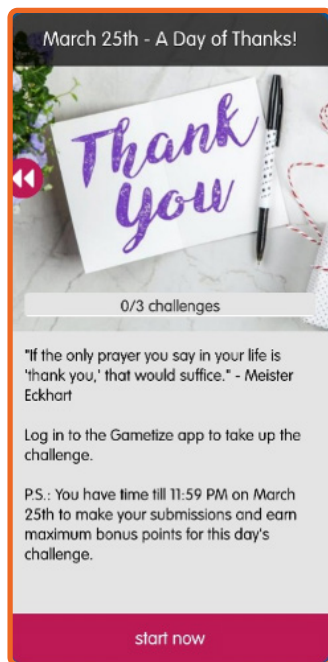
The idea of spreading the challenges over 21 days was also to ensure that if someone can consciously stay motivated for 21 days, the likelihood of staying motivated for long after the engagement is over, is quite high.

These were the list of 21 challenges covered:

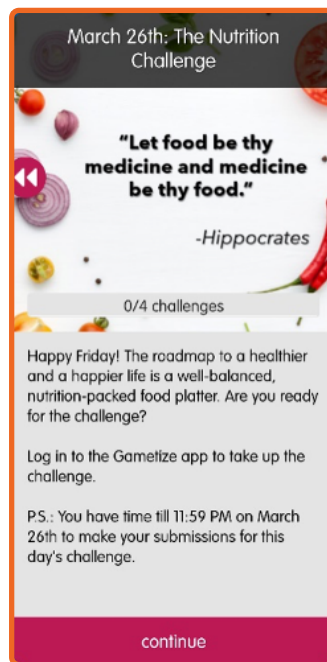
1. The walking challenge
2. The long weekend sleep challenge
3. The hydration challenge
4. The staycation challenge
5. The skipping challenge
6. The healthy hacks challenge
7. The mental wellness and meditation challenge
8. The plank challenge
9. The lockdown hobbies challenge
10. The readers' club challenge
11. The yoga challenge
12. 'PayPal's Got Talent' challenge
13. The 'bloopers': a time-honored tradition challenge
14. The mid-week de-stressor painting challenge
15. The gratitude challenge
16. The nutrition challenge
17. The 'go-green' challenge
18. The OTT platform recommendations challenge
19. The laughter challenge
20. The stretching challenge
21. The finale challenge



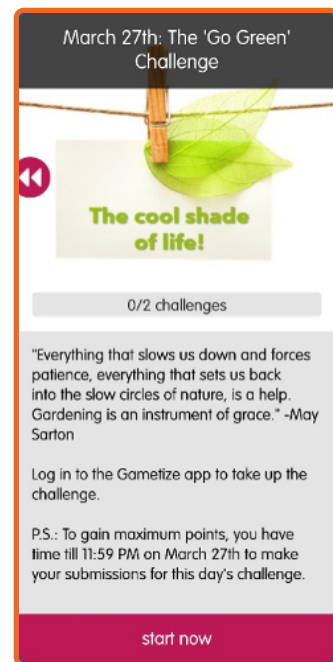
Here are a few screen snapshots of the app through which the whole challenge was delivered seamlessly to the participants:



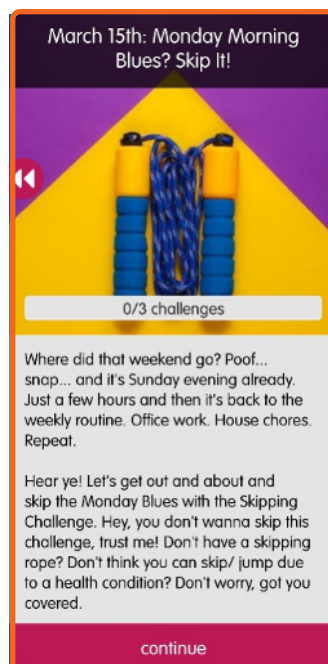
A challenge to write letters of gratitude to people who have made a difference, big or small, in their lives. Further extended to call and express words of gratitude.



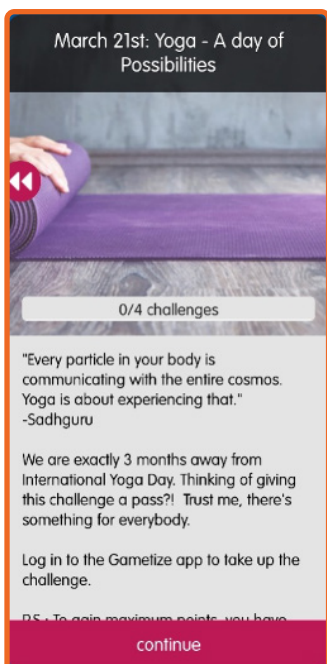
A challenge for participants to share recipes of their favorite dish and also prepare it for themselves/ their family. Nothing better than home-cooked food to improve gut health.



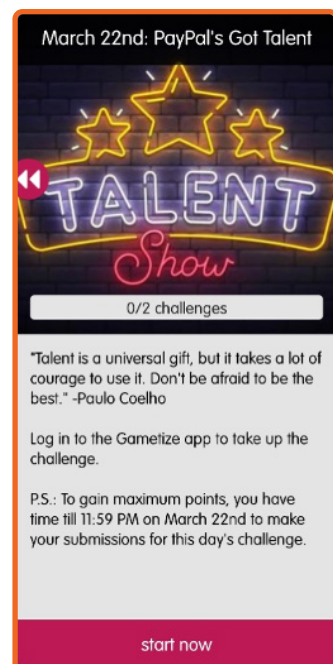
A challenge to encourage participants to start a humble garden or share a picture of their garden if they already have one, and to make green lifestyle choices.



Challenge aimed at reclaiming Monday's (this challenge was launched on a Monday morning) and beating the blues with the skipping challenge.



The challenges included asking participants to notice and correct their breath, and to incorporate easy yoga practices in their day to day lives.



Challenge encouraging the participants to showcase their talent through a 60 second video. Every talent counts. And what a collection of talent to share!

## Impact:

With 104 active participants, spread over 20 teams, there were a whopping 2013 completions. The learning journey was complemented by a leaderboard which kept the competition on and an activity feed which kept the engagement going.

- The participants were able to connect with one another at a deeper level
- They were engaged and were looking forward to each day for it unfolded a new activity
- Above all, several participants mentioned that they will incorporate some of the activities from the 21-day challenge in their daily routines

This is what **Kavitha Puttaswamy, our client stakeholder from PayPal** had to say about the Mind Over Matter Challenge:

Mind over matter Challenge was meticulously organized. It was very engaging and refreshing for all the participants. We received a series of positive feedback as to how these challenges have been impactful and energizing to kick start the day. Each Challenge was well thought out keeping all our current state of mind. There was a mix of fun challenges as well as fitness and a few of them made us all nostalgic. Overall, it was fun to have been introduced to such a Challenge to bring the best out of us all. Keep up the good work as always.

We also asked the participants how they liked the 21-day Mind Over Matter Challenge and if they would like to rate it on a scale of 1-10, and this is what they had to say:

- Loved the challenges. Taught me a lot more about myself.
- Awesome - obviously 10 from my end. It was very good to enjoy. A few challenges were tough and stretched us as we had to do videos which was not my cup of tea. Still have tried my level best and I thank PayPal and team for such a wonderful challenge.
- Definitely made me to reflect back what I did for all these years and helped me to watch out what I am capable of and what I missed.
- This was an exceptional, well planned and an inclusive arrangement. Wonderfully planned and pushing people to come out of mundane work routine and live life. I would rate 10/10.
- 10 - It was amazing, something I looked forward to everyday. Will have to find something new now or maybe redo all of these again.
- Would love to rate 10. loved this as it gave an opportunity to go back to my memories and get connected again. Thank you so much.
- 10, Such fun challenges and so many people participating virtually. Great last 21 days and new perspective to life.
- 10 - It was a great step to find a new hobby new passion to overcome stress and depression in the current situation.

To know more click here: [The 21 day challenge](#) or contact us.

## About FocusU Engage India

- Amongst the most respected players in the Learning space
- More than a decade of experience
- 4 offices in Delhi, Bangalore, Mumbai & Mauritius
- Conducting around 600 programs a year touching 40000 participants
- Facilitators with international experience & handling multi-cultural groups

We have been fortunate to work with most of the Fortune 500 organizations, and a complete customer list is available at <https://focusu.com/clients/>

Some of our recent customer testimonials are updated at: <https://focusu.com/testimonials/>

A few clients with whom we have worked:







## About Us

FocusU Engage is one of India's leading names in the field of Learning & Engagement. The inspiration behind FocusU is a line from Walt Disney that says "Laughter is no enemy to learning". Customers today swear by the FocusU experience when it comes to workshops around a wide range of topics. We run around 600 interventions every year that touches the lives of 40000 people on an average.

We are a restless bunch of ordinary people, united by an uncommon passion to stage WOW workshop learning experiences. What binds us together as a team is a shared belief in a FocusU way of living that we call CHOPS. Read more: <https://focusu.com/focusu-culture/#values>

Our Mission as an organization is "To Inspire We before Me". Read more: <https://focusu.com/to-inspire-we-before-me/>

To know more about us, drop in at [www.focusu.com](http://www.focusu.com)

We are a very friendly bunch, so do feel free to reach out to us through:

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