

## Success Story: PricewaterhouseCoopers &amp; Gympass

# How Gympass is Helping PwC Achieve Wellness Programme Goals

PricewaterhouseCoopers (PwC) is a leading global network of accounting firms founded over a century ago. The renowned company focuses on delivering top-quality assurance, tax and consulting services for businesses across the world. Headquartered in London, PwC employs roughly 300,000 people all across the globe.

With so many employees working for the organisation, the HR department fully recognises the need for customised goals and strategies each year. The leadership team understands that nurturing employees throughout their lifecycle at PwC won't work with a one-size-fits-all approach. Instead, they focus their efforts on unique goals set at the beginning of each year, tailoring their plans accordingly. Part of this process involves identifying key pillars for every year, so the HR department can always keep their eyes on the ball.

In 2021, PwC focused on three pillars:



Develop people as diverse leaders.

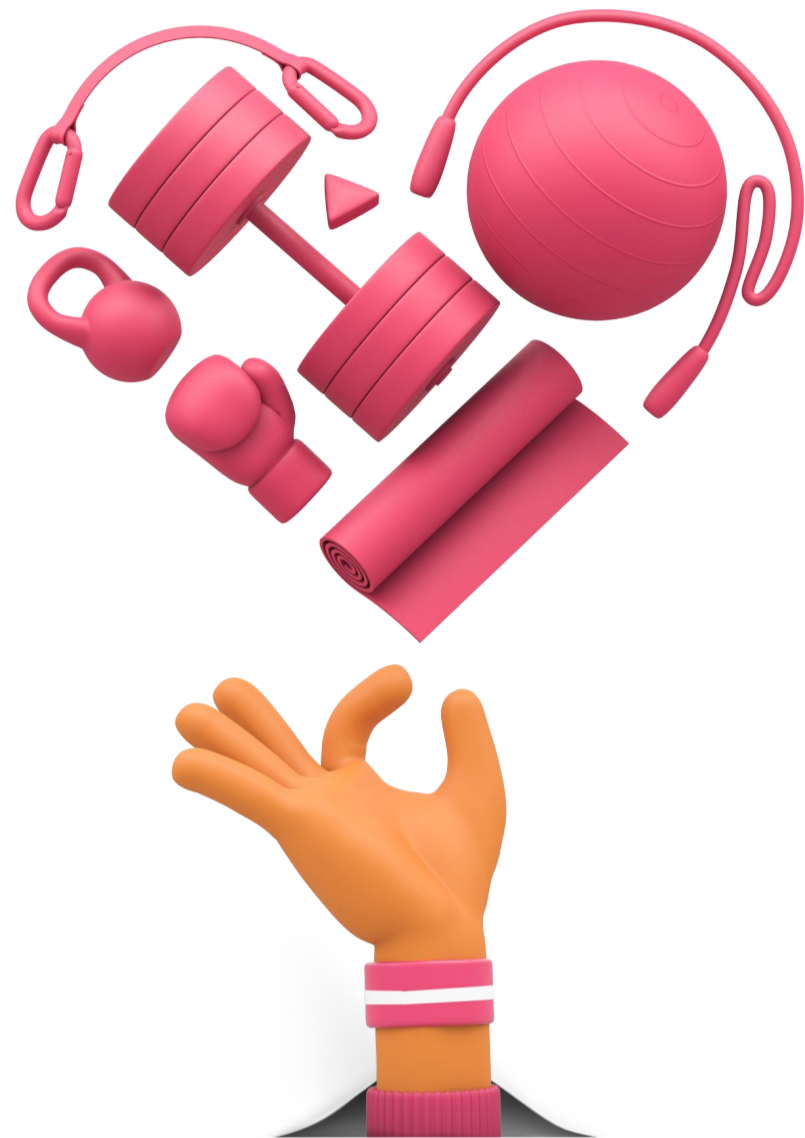


Ensure HR excellence that is easily identified and experienced by employees in their day-to-day functions.



Develop different, targeted strategies focused on fostering employee well-being.

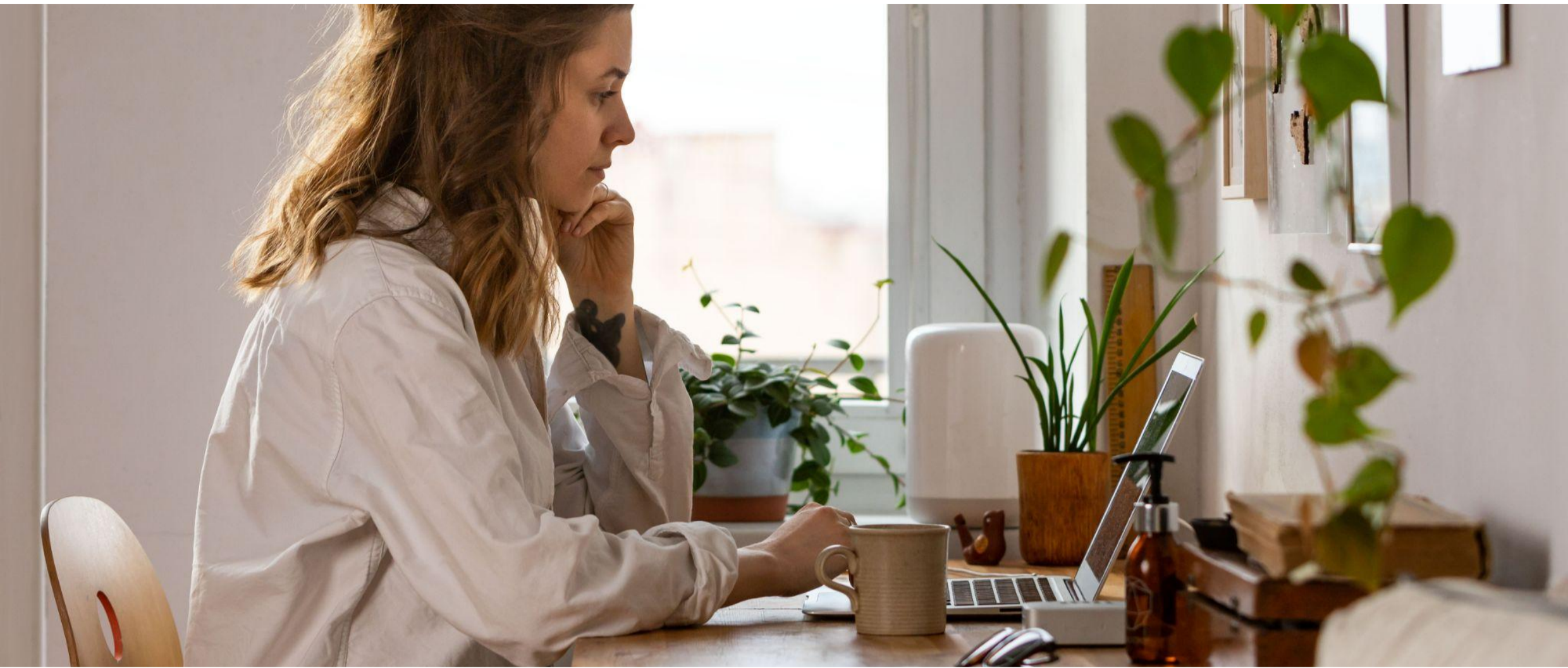
It was the last pillar that drove PwC's leadership team to partner with **Gympass**, along with their commitment to their corporate programme, "Be Well, Work Well."



**"With Gympass, we discovered we had a great pipeline of different vendors, in different locations, with different characteristics, and different plans that can be customised to suit the unique needs and interests each of our employees has."**

**Jose Antonio Candia,**  
HR Director at PwC Chile





### The “Be Well, Work Well” Programme

“It’s essentially an energy programme,” said Jose Antonio Candia, HR Director at PwC Chile. “The idea behind the programme is that if you are energised and feel well, you’re going to work better.”

Much like the HR department’s strategies for each year, the “Be Well, Work Well” programme operates under four key pillars: ensuring mental health, encouraging physical exercise and activity, supporting emotional wellness, and fostering spiritual growth. It was **Gympass’** ability to help employees achieve all four pillars that drove PwC to seek out a partnership.

“**Gympass** is really, really important for our program,” said Candia. “Once we launched the programme, we realised we needed to partner with a company that would help us achieve these pillars. With **Gympass**, we discovered we had a great pipeline of different vendors, in different locations, with different characteristics, and different plans that can be customised to suit the unique needs and interests each of our employees has.”

### Meeting Employees Where They Are

One of the biggest issues PwC faced in achieving the goals of their corporate wellness programme was finding a solution that allowed employees to focus on wellness in whatever way they felt necessary. While some workers prioritise physical exercise, others strive for greater mental clarity and balance. In the past, finding a partner that supported the unique needs of each employee was challenging, making it near impossible to offer customised plans based on the individual desires of the worker.

The flexibility and accessibility of **Gympass’** offerings is what made PwC choose to forgo other companies. By providing access to a broad range of vendors and solutions, PwC was able to provide access to resources that support all four pillars of their programme, in a one-stop-shop solution.

“I would say the main characteristic of **Gympass** is that they can adapt,” said Candia. “They’re flexible and can provide a broad range of options. That’s incredible for us.”



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