

Alexandra got active again with [COMPANY NAME]!

She knows what it means to be busy...

Alexandra's days are filled with classes, work and volunteer opportunities that help her build her networking skills. She has a way of keeping productive and busy balancing it all. Yet, even with full schedule, she recognized the transition from being an athlete in previous years to a "normal person" came with its own set of challenges. As she started to notice her activity level becoming less and less; as her days filled up with assignments, projects, and emails - she knew she needed a change. But without a coach or practices to attend, how could she increase her activity and boost her energy? She knew she needed someone other than herself to help keep her accountable. She had tried to make a commitment to herself and her health. Still, days would come and go with hardly any activity – just another day spent in online classes and answered emails. Could she fit one more thing into her busy days?

Wearable technology is nice but something was missing...

Sure, there were apps and fitness trackers that could count her steps. She could get a small sense of achievement as she closed another ring on her fitness tracker. But it was just technology and data that she stared at on her screen with no motivation or encouragement other than her own. Alexandra wanted that same level of accountability she had while she was rushing to get to practice on time because she knew her coach would be expecting her. She found a more feasible option for getting active with [COMPANY NAME]. A way for her to be connected with a health coach without the need for another app or the latest trend in wearable technology. All she had to do was text – something that easily fit into her busy schedule.

Then she found [COMPANY NAME]...

She signed up for [COMPANY NAME] in June 2020 and discovered how having someone hold you accountable – no matter your goal – can make a huge difference. "[COMPANY NAME] helps me see what I need to work on and gives me daily and weekly encouragement and feedback so I can make sure my body is taken care of - giving me room to focus on all the other crazy things happening around me! It's made this semester much better and I've been able to stay healthier and more consistent in my healthy habits than I would have otherwise." - Alexandra

Now she's back to being active!

Through some suggestions from her coach, she was able to discover that she enjoys kickboxing and was pleasantly surprised when she tried out a Barre workout. Alexandra now logs 15,000 steps most days or fits in a quick workout! Not only is Alexandra more active, she is also managing her stress better than before and is finding it easier to stay hydrated!

Lindsey went from feeling lazy and tired to energized and active with [COMPANY NAME]!

Always tired, always drinking coffee...

Back in August 2020, Lindsey was getting up early to commute to her job to spend another day sitting at her desk and felt like she had no energy. Her large coffee would not be enough to help her get through the day so grabbing another one on her lunch break was a daily occurrence. She knew she should be drinking more water as she would sip back another coffee. She knew she should be more active in her day but lacked the motivation within herself to get started with a workout plan. Her back would ache at the end of the day and her eyes would be sore from staring at a computer screen for several hours at a time. “I wanted to get up and move but felt too lazy to do so.” – Lindsey. Tired and sore, she would relax at home like most people and scrolled through social media to unwind from her day.

Another Facebook ad, but this one seems different...

While she scrolled, an ad for [COMPANY NAME] popped up on her feed. The words of *need help staying accountable?* prompted her to look into what [COMPANY NAME] was about. “[I] wanted to try something to help me get up, be more motivated to lose weight and more motivated to be more active.” -Lindsey. She decided to make a change that day and signed up for [COMPANY NAME]. After answering a few basic questions, she was assigned a coach who found that water and sleep were impacting her other areas of health such as stress, food, and activity. For instance, if she had a poor night’s sleep, her energy would be low leading to poor food choices and choosing to rest instead of getting outside for a walk.

Got a text – time to drink some water...

Within a few short weeks, Lindsey was able to get the motivation she was looking for in the daily texts she received from her health coach. She was sleeping better, moving more, and learned that her hunger cues were actually thirst cues that went away as she drank another bottle of water. “[COMPANY NAME] has definitely helped me overcome my challenges. The difference it has made in my life is that I am now more active and drinking more water than coffee.” – Lindsey

Healthy changes happening...

While weight loss is the ultimate goal for Lindsey, she knows that making small changes in her habits daily will get her to where she wants to be. She is more confident, energized, and active logging her steps to her coach daily. She is looking forward to getting more active and more energized as she transforms into a healthier version of herself.

Kaitlin lost 14 pounds and gained a productive morning routine with [COMPANY NAME]!

Numbers, numbers everywhere...

Kaitlin was not happy with the decline she saw in her habits and her health. As a data analyst, she knew that her glued-to-a-desk job staring at numbers was not helping with the numbers she saw as she stepped on the scale each morning. She was struggling to make any progress as quarantine and the stress of COVID were taking a toll on her mental and physical health. She knew she needed help to get back on track with her health and her weight loss goal.

Something a little more personal...

When she discovered [COMPANY NAME], she did not know what to fully expect. Was it just texting and answering automated questions? She was pleasantly surprised to see that she had an actual health coach on the other side of her texts – someone who encouraged her and held her accountable to gaining back healthy habits. “I appreciate the personal touch. The texts with an actual person are really helping to keep me encouraged and progressing. I don’t feel like I am wasting my year anymore.” – Kaitlin

Learning about her habits...

Since she started in July 2020, she has learned so much about her health. She has tried out journaling for stress reduction and discovered it was a nice way to unwind while putting down electronics. Her morning routine has drastically changed to now include a daily walk and meditation to start her day off right. With an active nephew at home, she wanted to be able to stay energized to keep up with his toddler antics. With mini weekly challenges to follow, she found that getting back to her favorite kickboxing or weight lifting workouts was helping not only with her physical health but also her mental health. She has even made her work from home setup better with a stand up desk and mat to encourage her to spend less time sitting and more time moving.

Proof and progress...

Kaitlin is proud of her progress as she has lost 14 pounds in the past three months. With her coach texting her daily, she now has someone who she can reach out to if she has a question or get a suggestion on new techniques to try. She is back on track and healthier than before. While she is still working towards losing a few more pounds, she knows that this milestone is showcasing her hard work paying off. “Now I am making steady progress in losing weight, have improved my morning routine and am regularly working out.” -Kaitlin

Jazz is eating more while losing weight and feeling great thanks to [COMPANY NAME]!

Feeling stuck in the day to day...

The constant ping of an email, ringing of a phone, meeting after meeting left employment attorney Jazz feeling stuck. The same demands every day were starting to take a toll on her personal health and wellbeing. She knew the stress of her job along with changes in her life were not helping her achieve her goal to lose weight. She was doing her best to stay active and even tried to follow a restrictive diet of 1,200 as recommended by another popular fitness app. But constantly finding herself hungry and discouraged by seeing the same number day in and day out as she stepped on the scale, she knew she needed to do something different. Her sleep was being affected by the daily stressors of her job and life. She needed help and thankfully, a friend of hers who was signed up with [COMPANY NAME] mentioned giving it a try. After all, she was already texting her clients and friends throughout the day – why not text a health coach?

Eating more to lose more...

Excited to know she would be connected to a health coach, she signed up in October 2020. She quickly learned through conversations with her coach that her body was below her BMR (basal metabolic rate) and that in turn was causing her metabolism to be sluggish. While it may have seemed contradictory to eat more to lose more, she trusted the advice of her coach with a new plan to follow for her nutritional needs. Within 10 days, she had broken through the plateau in her weight and lost 2lbs!

Less stress and more success...

Another great healthy habit she has gained in the short time she has been using [COMPANY NAME] is better stress management. She has gotten into the habit of meditating daily. She has even discovered that she could have a meditation moment by being present and fully enjoying a song during her busy days for a quick dose of stress relief. With this new daily habit of meditating before bed, her sleep has become more consistent as she wakes up ready to take on whatever the day has in store for her. Keeping in touch with her friends, she has even started the habit of getting out for a walk or run as a way to catch up while also staying active.

A sustainable plan that works...

Jazz is now on track with her goal to lose 10lbs with a sustainable plan. “For the first time I have a weight loss plan that feels sustainable for the long run. I am excited about the possibility for real results that I can maintain! The personalized daily check in, support and encouragement from my coach has been fantastic.” -Jazz