



Global leadership challenge

GOAL

- Develop a fun and competitive online wellbeing experience specific to align with GE's Middle East, North Africa, and Turkey (MENAT) Leadership Exchange virtual conference.
- To give global GE leaders from the MENAT region an opportunity to connect and team build in conjunction with their virtual conference.
- To showcase the global Grokker platform to GE leaders, who in turn would evangelize the wellbeing platform to their respective colleagues and direct reports.

“Thank you for support in getting the challenge up and running. We enjoyed the experience, and overall feedback was very positive.”

— Belgin Ertam, VP HR MENAT

RESULTS

50%+

of eligible leaders participated in the global challenge

82,000+

Wellbeing Minutes achieved

829

average Wellbeing Minutes achieved by challenge participants

About Grokker

Grokker transforms employee physical, mental, and financial well-being globally through our visually immersive content. Our inclusive community of experts and personalized guidance is proven to strengthen retention by 68%, triple engagement, and lessen the burden on HR teams.

With Grokker, each member's well-being experience is personalized to help guide them to the lowest acuity, highest impact intervention. Our solution seamlessly integrates with your HR team and provides them with ongoing actionable insights.

Global organizations like Delta Air Lines, Pfizer, Target, and Domino's trust Grokker to support the diverse well-being needs of their teams in over 179 countries. Grokker is dedicated to making holistic health and well-being equitable, engaging, and accessible for all.

[Learn More >](#)

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