

THE CHAMPION NETWORK:

Fairlife Culture Ambassadors

Champion Evolution Journey



Champions positioned across all locations to ensure unified "Nourish" culture while allowing for local customization

Cross-Functional Champion Representation
Champions come from every department and job function across Fairlife

"We empowered wellness champions to lead pillar-specific initiatives. They became the heartbeat of our culture transformation."

-Christine Chakmakjian, Director of Total Rewards

THE CHAMPION NETWORK:

Fairlife Culture Ambassadors

Pillar Leadership & Ownership

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Physical Wellness: Movement and activity initiatives

Champions lead: "Hoofin' It" walking challenges, quarterly movement events, themed physical activities



Emotional Wellness: Mental health and emotional wellbeing support

Champions lead: Emotional wellness events



Social Wellness: Building connections and community within Fairlife

Champions lead: Cross-functional team challenges, Business Resource Group collaboration



Financial Wellness: Financial health and planning resources

Champions lead: personalized financial advice or workshops, wellness reimbursement program guidance

FROM EMPLOYEES TO CULTURE CREATORS:

The Champion Impact

Champion-Driven Engagement Model

Champions Identify
Local Needs

Customize Programs
for Location

Lead Initiatives
& Events

Gather Feedback

The Champion Difference

When employees lead wellness initiatives, engagement becomes authentic, sustainable, and culturally embedded rather than mandated from above.

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Champion Impact



Consistent Upward Trend in
Engagement Goals



Locations Successfully Unified
Under "Nourish"



Strong Employee Feedback & Interest
in Challenges

“*Our champions don't just run programs—they ARE the culture. They've transformed from participants to owners, and that ownership spreads to every employee they touch.*”



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The Champion Impact

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Champion Success Stories



"Hoofin' It" Challenge Evolution:

Champions evolved the step challenge to include all movement types for inclusivity and adjusted from quarterly to monthly based on employee feedback.



Multi-Location Customization:

Champions personalized "Nourish" programs for different environments across locations



Cross-Functional Integration:

Champions successfully integrated wellness with Business Resource Groups, expanding programming reach and inclusivity.



Trial & Error Approach:

Champions use frequent employee feedback after each event to continuously improve and adapt programming

