

# Employee Engagement – Health & Wellness

Goal: assemble a group of large Minnesota employers (lead by Target Corp.) – to work together in a non-competitive space related to employee health & wellness.

Approach: the 'Alliance for a Healthier Minnesota' was founded by *i.e. network* in 2009, with an initial investment from Target. *i.e. network* operated the Alliance through 2011 thanks to funding provided by all its members.

- Began by engaging employees of the Alliance exclusively, and later expanding to a statewide campaign
- Led collaborative idea-sessions
- Conducted focus groups and other research to hone-in on specific executions and engagement metrics

Results: designed & executed several successful campaigns-

- Best practices
- Research & polling
- Major media events
- Book: 'The Shape of Minnesota'
- Broadcast television special
- Gaming platform: "Biggest Loser"
- Congressional Caucus for Workplace Wellness

