



BUSINESS CASE · BEHAVIOR REINFORCEMENT · ENERGY & RECOVERY

Making wellbeing a daily practice — not an app no one opens

Why EAP utilization rounds to zero — and how a 21–30 day micro-behavior platform turns recovery, connection, and boundaries into rituals people actually keep.

PREPARED FOR

Total Rewards · Benefits leaders · Chief People Officers

PREPARED BY

Gamechangers Consulting

The Gamechangers Challenge — Behavior Activation™

AIM

ALIGN

ACHIEVE

SUSTAIN

Executive summary

Your wellbeing program does not have a methodology problem. It has a **behavior sustainment problem**. Why EAP utilization rounds to zero — and how a 21–30 day micro-behavior platform turns recovery, connection, and boundaries into rituals people actually keep.

89%

RITUAL ADOPTED

84%

ENERGY LIFT

81%

BURNOUT RISK DROP

93%

WOULD RECOMMEND

Benchmarks drawn from comparable deployments. Numbers above are illustrative for this use case.

The thesis in one line

Benefits provide the resource. Behavior reinforcement is what turns the resource into a habit before the burnout shows up in the data.

The problem wellbeing leaders keep paying for

Every Benefits leader we talk to describes the same gap. The spend climbs; the utilization doesn't.

Where the gains leak

- **Low EAP uptake.** Stigma and friction keep utilization in the single digits.
- **App graveyard.** Wellness apps see one log-in per quarter at best.
- **Always-on creep.** Boundaries erode quietly until someone leaves.
- **Reactive only.** Programs activate after burnout shows up — never before.
- **Manager blind spot.** Managers want to help but have no daily behavior to model.

The solution: a daily 5-minute practice

The Gamechangers Challenge is a 21–30 day micro-behavior platform that bolts on to your existing programs. It does not replace your tools, your training, or your leaders. It does the one thing none of those were designed to do at scale: **drive the daily behaviors that turn a program into a habit, and a habit into a culture.**

AIM

Pick the daily energy, recovery, and connection behaviors that prevent the slide.

ALIGN

Configure 21–30 days of low-effort, high-meaning prompts — built on behavioral science.

ACHIEVE

Daily 5-minute practice — private by default, peer-supportive when invited.

SUSTAIN

Trend-level signal on team energy, not surveillance on individuals.

What it's worth on a 5,000-employee population

- One avoided burnout-driven resignation covers years of program cost per team.
- Healthcare claims trend with chronic stress — small daily behaviors compound.
- Engagement and presenteeism shift well before formal disengagement appears.

Next step

Stand up the wellbeing ritual.

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