Xcite Fitness Corporate Wellness

2531 Rocky Ridge Road

Suite 104

Vestavia Hills, AL 35243
(205) 706 2281

**Re: Corporate Wellness**

Hi,

My name is Krissi Williford. I’m an exercise physiologist and a certified corporate wellness specialist with a Master’s degree in Corporate Health Management. I’m also the founder and owner of Xcite Fitness.

We specialize in corrective exercise and we service our community with health and fitness programs to help eliminate your pain, tone your body, and get stronger so you can love the way you look and feel.

For the past 5 years I’ve been beta testing wellness programs in the workplace and I am now ready to expand our programs into other companies to help improve the health of our state. This is my mission and it’s also why I’m reaching out to you today.

Our corporate wellness programs have proven to develop a culture of health in the workplace, improve the happiness and productivity of employees, improve strength and fitness capacity, reduce joint pain and the effects of sedentary worker syndrome, reduce the total number of sick days used, and we’ve also saved one life from cancer through early detection and treatment (this one, I’m most proud of).

If you are thinking about offering a wellness program for your company and employees, I would love to have a few minutes of your time to explain how I will help your company create a culture of health, improve your workers overall productivity and happiness, and save you money on health-related costs.

The best part is, I can do this in 30 minutes or less. Workers are now looking for wellness opportunities in your benefits package, it’s already expected, and soon it will be a deal breaker with getting top quality employees. I can help you develop a program that’s exactly what your workers want and need.

When you’re ready to schedule a meeting or if you have any questions please email me at Krissi@xcitefitnessal.com or you can go to [www.corporatewellnessbirmingham.com](http://www.corporatewellnessbirmingham.com) and reach me there.

The following page will give you a little more insight on wellness programs and the services that we can offer. I appreciate your time and I look forward to serving your company.

Warm regards,

Krissi Williford

Krissi Williford, MS, CPT

Each company is unique in its needs for a wellness program. This largely depends on what type of workers the company has, the health of those workers, and the willingness of the leadership to invest in health support for the company.

Because of this we utilize a six-phase development process to ensure that the program meets the needs of each individual company. Through strategic planning, biometric information, assessments and screenings, behavior change interventions, cultural support, and continuous evaluation our programs have proven to enhance employee health and wellness.

Our programs have shown to improve fitness levels and reduce weight and body fat consistently. They also create a culture of health in the workplace so employees can thrive. We improve basic modifiable behaviors to improve health and save you money on health-related expenses.

We develop comprehensive programs to directly address any and all known wellness concerns. We use scientific behavioral theory to recruit, engage, and retain employees in your wellness program. All programs are comprehensive, evidence based and HIPAA compliant. For more information please contact me at Krissi@xcitefitnessal.com or see [www.corporatewellnessbirmingham.com](http://www.corporatewellnessbirmingham.com).

**Our Basic Program Includes:**

1. Needs assessment of worker population and worker environment
2. Development, implementation, branding, and marketing - mission, vision & program alignment with company core values – employee handbook documents
3. One learning opportunity per month – onsite or web based
4. Program evaluation and feedback
5. Incentive development

**Add Fitness Coaching Options:**

1. Group fitness at Xcite Fitness
2. Group fitness onsite at your company

**Pre-Designed Programs**

*Silver – 4 months*

* Basic Program
* 12-week 3 pillars course

*Gold – 6 months*

* Basic – 6 months
* 12-week 3 pillars course
* 6-week flexible dieting course
* 21-day stress management challenge

*Platinum – 12 months*

* Basic – 12months
* 12-week 3 pillars course
* 12-week custom webinar series
* 6-week flexible dieting course
* 6-week core strength and function course
* 21-day stress management challenge
* 21-day healthy habits challenge

**Build Custom programs:** Includes our basic program and/or any combination of other programs that are a fit for your company needs - possible items are below. (this is not an exhausted list)

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| --- | --- |
| * Stress management
* Financial health
* Chaplin access
* Desk health
* Mobility/flexibility/exercise
* Tele coaching
* Health related challenges
* Webinar series
* Smoking cessation
* Breastfeeding and new mom support
* Healthy food program
 | * One on one Health coaching
* Mental health and wellness
* Onsite self-care – massage/chiropractor
* Gym design
* Screenings: biometric, body composition, visual health, gait analysis
* Wellness events
* Lifting techniques
* Reduce joint pain programs
* IV hydration therapy
* 12-week 3 pillars program
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