



IBAT BEST OF COMMUNITY BANKING AWARDS
CULTURE CATEGORY

Program Overview

The Don't Gamble with Your Health wellness challenge was an engaging, game-inspired initiative designed to encourage employees to develop and maintain healthy habits. Tasked with creating the employee wellness challenge, the LEAD group worked under a tight timeframe to transform an ambitious concept into a successful, interactive challenge that motivated employees across multiple dimensions of well-being. The team started brainstorming ideas immediately after their first meeting and developed a Lucky 7 theme that tied into incentives and engagement strategies. To make wellness fun and accessible, participants rolled dice each day, determining their assigned challenge—whether it was drinking more water, prioritizing sleep, practicing gratitude, or getting active.

To ensure success, LEAD:

- Launched the program at the All-Employee Meeting, fully embracing the challenge's theme.
- Created an internal webpage to track entries and encourage participation.
- Delivered swag bags with seven themed wellness items to reinforce the initiative.
- Held weekly meetings to manage assignments and keep employee communication a priority.
- Handled the data work to randomly select our Lucky 7 Grand Prize winners.

The Results

- 153 employees participated (exceeding the goal of 125).
- 2,935 total entries were logged throughout the challenge.
- 128 photos were uploaded, showcasing engagement.

With strong teamwork, creativity, and enthusiasm, the LEAD group rolled the dice—and hit the jackpot!



Our Goals: The Vision That Guided Us

The LEAD group was presented with developing the next wellness challenge for the bank's employees. This was the first wellness challenge ever managed by a LEAD group, and the first project the new LEAD team collaborated on together—making it a significant milestone for the bank and for the eight LEAD team members.

The goals given to the LEAD group were:

- ✓ **Create a Wellness Challenge that involves one or more activity.** Examples given were: Physical Activity, Healthy Eating Habits, Hydration, Sleep, Mental and Emotional Wellness, Social Connections, Weight Loss or Maintain Healthy Weight
- ✓ **Create a Wellness Challenge Theme**
- ✓ **Choose the Goals of the Challenge**
- ✓ **Choose Components of the Challenge**
- ✓ **Determine the Timeframe**
- ✓ **Set the Incentive to Participate**
- ✓ **Decide if You Want a Grand Prize**
- ✓ **Develop a Communication Plan** including an internal wellness website on the intranet.
- ✓ **Be the Wellness Challenge Champion!**
- ✓ **Introduce the Challenge at the All-Employee Meeting on February 17.** This project was assigned to the LEAD group on January 22 so the LEAD team had a tight timeframe to make this happen!





How We Made It Happen: Our Efforts In Action

At the 80's-themed All-Employee Meeting, the LEAD team introduced the challenge in a fun and engaging way. Some team members dressed to represent various aspects of the challenge—one wore a dice costume, one brought water bottles to emphasize hydration and another brought a pillow to showcase the sleep challenge—making the launch interactive and memorable.

Finally, the LEAD group managed the project through completion, selecting and announcing the winners and ensuring prize distribution ran smoothly. The excitement within the LEAD group carried throughout the organization, creating a truly engaging and successful challenge.



Don't Gamble with Your Health came to life! The LEAD group structured the challenge around this fun, game-like approach where participants would roll a dice to determine their daily wellness task. They created a fun, interactive challenge designed to boost healthy habits across every aspect of well-being and activities. From fitness to hydration, sleep to self-care, this initiative made wellness a game worth playing!



How We Made It Happen: Our Efforts In Action (cont.)

The LEAD group hit the ground running as soon as they received the project assignment on January 22, knowing they had a tight deadline to introduce the challenge at the All-Employee Meeting on February 17. They started brainstorming immediately after their first LEAD meeting, working together to develop a plan that aligned with the goals and would motivate and energized bank employees.

To ensure seamless execution, the LEAD group:

- ✓ **Developed a communication strategy**, including an internal webpage where employees could learn more about the challenge, log entries, upload photos, and stay informed.
- ✓ **Partnered with marketing** to create graphics that brought the challenge to life.
- ✓ **Assigned a LEAD member** to send weekly reminder emails to keep momentum strong.
- ✓ **Held weekly meetings** to track progress, assign tasks, and problem-solve as a team.

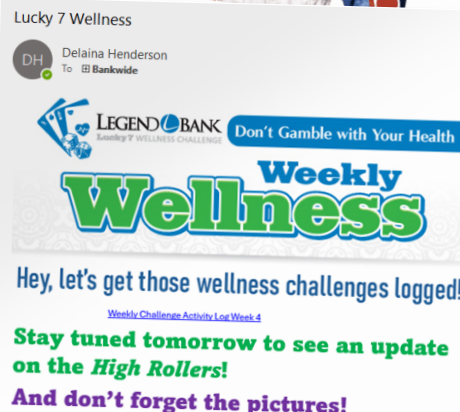
The LEAD team collaboration, adaptability, and enthusiasm made this wellness initiative a reality—and we were proud to see it come to life!

From: Jared Robinson <Jared.Robinson@legend.bank>
Sent: Tuesday, April 8, 2025 3:34 PM
To: Bankwide <Bankwide@legend.bank>
Subject: Lucky 7 Wellness Challenge - Week 6 of 7

We're nearing the final days of the Lucky 7 Wellness Challenge! Keep rolling and logging your challenges - this is your opportunity to get those critical entries in to win big prizes! Don't forget that uploading a picture of yourself/peers completing the challenge earns you another entry (and potentially a shoutout in the Feel Good Friday emails).

Last week, we had 38 Employees that had 4+ entries last week! Great job!! Looks like Bonham, Bowie Ops, Bowie Branch, and the DOC are vying for most active participants!

Let's finish strong - keep rollin' those dice and win big!



Weekly Email
Examples

See the Success: Results & Visuals

Employee Swag Bags

The LEAD Team personally delivered swag bags to each participating employee, dividing up between the bank's locations. Each bag featured 7 carefully chosen items, reinforcing the Lucky 7 theme throughout the challenge!

1. Legend Bank custom dice
2. Legend Bank journal
3. Water bottle
4. Pain cream
5. Advil
6. Liquid IV
7. Challenge List



Results

Participating Employees: 153 (Goal was 125)

Total entries: 2,935


Number of photos uploaded: 128

Employees with Perfect Score Entries: 12 (42 total entries: 35 wellness challenge entries plus 7 weekly photo bonus entries)

Employees that submitted 35+ entries: 43

One Employee doubled down on success!

One of our employees created a tracker spreadsheet on his own to populate the challenge based on the roll and to autofill in the number of entries based on if you completed the challenge or not. He created it for the entire date range of the challenge. It was super easy to use and such a great resource so we shared it with all of our employees!



LEGEND B BANK

Lentley & WELLNESS CHALLENGE

Don't Gamble with Your Health

Date	Day	# Rolled	Daily Challenge	Completed?	Entries	Weekly Total
3/3	Monday	6	Drink 80 oz of water	Yes	1	
3/4	Tuesday	7	Get 7,500 steps	Yes	1	
3/5	Wednesday	6	Drink 80 oz of water	Yes	1	
3/6	Thursday	5	Skip sugar and fast food	No	0	
3/7	Friday	10	Workout for 20 minutes	Yes	1	
3/8	Saturday	5	Skip sugar and fast food	Yes	1	
3/9	Sunday	10	Workout for 20 minutes	No	0	

Instructions:

- Roll both dice
- Input number rolled in column B
- Complete daily challenge
- Using drop down arrow in column D, select Yes if challenge was completed, No if challenge was not completed
- Log your weekly entries every Monday using the link on the Intranet
- Earn extra entries by uploading a picture of you doing one of your weekly activities



See the Success: Results & Visuals (cont.)

Sample of the photos submitted from employees for the challenges.

Roll a 2

Do 20 pushups or 40 squats.



Roll a 3

Stretch for 10 minutes.



Roll a 4

Have only 1 caffeine or soft drink.



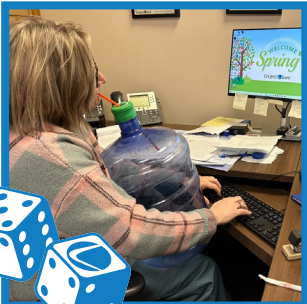
Roll a 5

Skip sugar and fast food.



Roll a 6

Drink 80 ounces of water.



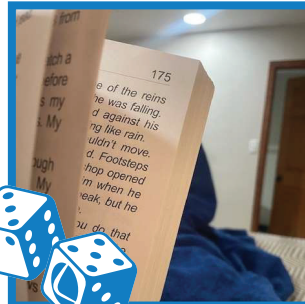
Roll a 7

Get in 7,500 steps.



Roll a 8

Turn off all electronics 2 hrs before bed.



Roll a 9

Get 7 hours of sleep.



Roll a 10

Workout for 20 minutes.



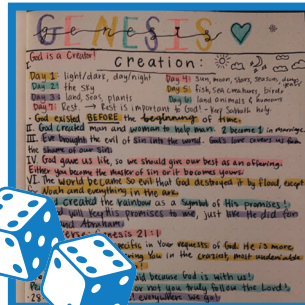
Roll a 11

Spend 20 min doing an outdoor activity.



Roll a 12

Journal and practice gratitude.



The challenge tracker and dice even went on vacation with the employees!





See the Success: Results & Visuals (cont.)

Employee Feedback

"I have loved this challenge. It kicked started me into eating healthier and being more active. I've started working out harder because of this challenge."

Regan Taylor, Teller Alvord

"I really like this challenge. You guys came up with a good one. Kudos to the Lead group... I really like the variety, too. Big improvement over having to do the same thing every day..."

John Lee, Chief Risk Officer, EVP

"I liked rolling the dice and logging it in my book even though it was corny, it worked for me. I'm actually still doing it but I made my own list."

Compliance employee

"There is A LOT of excitement going around about this!!!! You all did a great job coming up with it!"

Jennifer Clark, Marketing Officer

"I just love the whole idea of this wellness program and having a pair of Legend Bank dice!!!"

Tammy Fulfer, Training Director, SVP

"Again! I think this is going to be awesome!"

Lorie Pack, Commercial Lender, SVP



Our Achievements: What we Accomplished

The LEAD team went all in on the Don't Gamble with Your Health Wellness Challenge, and let's just say—they hit the jackpot!

With a tight deadline and a stacked deck of goals, they rolled up their sleeves and got to work, ensuring this challenge was a winner from start to finish.

They didn't just meet the goals—they cashed in big, proving that teamwork, creativity, encouragement and dedication can turn any wellness challenge into a sure bet!



Sylvia Rodman



Regan Taylor



Ronda Fowler

Winstar Night Stay:
Sylvia Rodman, Senior Teller, Bowie
Choctaw Night Stay
Ronda Fowler, Customer Care Supervisor
Athletic Wear Shopping Spree
Gwen Thomas, Commercial Real Estate Services Lead

Apple Watch
Katie Myers, Loan Services Clerk II
Branded Athletic Shoes
Marsha Taylor, VP Branch Operations

AirPods
Makayla Idell, Teller II, Bonham

Poker Set or Equivalent Gift
Regan Taylor, Teller, Alvord



Makayla Idell



Gwen Thomas



Katie Myers



Marsha Taylor