

CREATING A CULTURE OF WELLNESS GLOBALLY

Leanne Bernhardt

Sr. Director, Compensation & Benefits

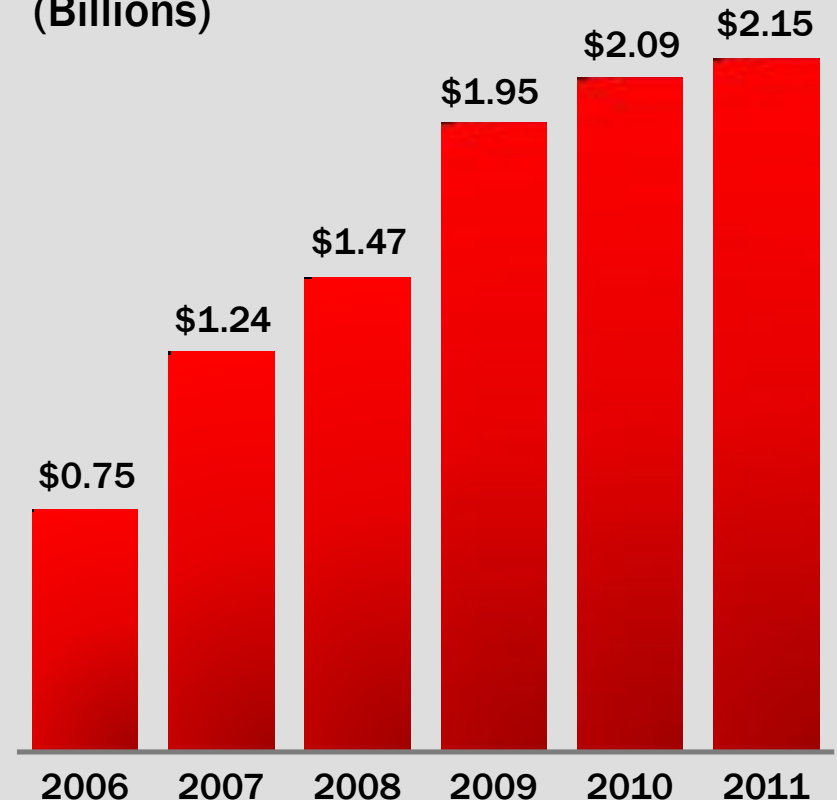
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A Few Words about Brocade

- Founded in 1995
- 4,500+ employees worldwide
- Headquartered in San Jose, CA
- Operating in more than 160 countries
- \$2+ billion in annual revenue
- B-2-B network infrastructure company

Annual Revenue
(Billions)



What is WellFit

- A **global** wellness strategy designed to provide unique health and wellness alternatives while decreasing benefits costs.
 - Culture of wellness
 - “Best Place to Work” and Bay Area “Healthiest Employers”
 - Increased teaming, productivity, attraction/retention of talent, work/life integration



Diversified & Integrated Wellness Roadmap

Strategic Components



Physical Health & Wellness



Emotional & Mental Health



Financial Health



Sustainable Health



Family Health

Strategic Roadmap

- Integrated into annual corporate goal setting process at the CEO / Executive staff level via Performance Contracts
- Enable employees to meet individual wellness goals
- Cross-functional WellFit Council comprised of key Brocade employees
- WellFit Champions globally
- Creative, diverse and unique



Integrated Calendar



Credit Repair
Seminar/Webinar (US)
(4/24)



Healthy Heart Seminar CO
(5/2)

DocTalk Seminar
Memory loss: What's
normal and what's not
(5/16)



Denver Heart Walk CO
(6/2)

Apr '12

Take Your Child to Work Day
Will include MediFit Exercise Session
(4/26)



May '12

Global Bike Challenge
(5/14)



Jun '12

B-Faire SJ
(6/14)



WellFit Councils and Champions

- Councils
 - WellFit ambassadors who play an active role creating, assessing and implementing wellness programs and ideas
- Champions
 - Supported by overarching WellFit infrastructure
 - Participates in Council meetings
 - Acts as the WellFit representative in region and unites Brocadians to participate in WellFit initiatives
 - Empowered to unite employees

The Social "Revolution" is Here

Brocade B-Hive

- Social Networking strategies are used to promote initiatives and employee engagement

The screenshot displays the Brocade B-Hive social networking platform. At the top, there is a navigation bar with the Brocade logo and a search bar. Below the navigation bar, the main content area is divided into several sections:

- WellFit in People Connect:** A section with a "Share" button and a "Following" status.
- Overview:** A tabbed interface with options for "Content", "People", "Subspaces and Projects", and "Reports".
- What's New at Brocade:** A section titled "WellFit in the Media" featuring an article about the "Vivecoach Executive Exercise Challenge at Brocade Drives Record Engagement" from May 12, 2011.
- Campus Fitness Center:** A section with a photo of a woman using a fitness machine and text stating "The New Campus Fitness Center is open! 24-hours / 7-days access."
- Weight Loss & Muscle Gain Challenge!** A section with a "WellFit" logo and text: "Keep your New Year's resolution! This global weight loss challenge will be just what you need to set your physical and sustainable health tone for the year! The challenge will be a 9 week self-forming team challenge that will be run in conjunction with MediFit's San Jose challenge. It will take place from January 23 through March 16, and there will be prizes at the end of the challenge for top teams!"
- Actions:** A list of actions including "Start a discussion", "Write a document", "Upload a file", "Write a blog post", "Create a poll", "Create a sub-space", "Create by email", "Stop email notifications", "Track in Communications", and "View feeds".
- WellFit Distribution List:** A section with a photo of a man and text: "Interested in receiving information about upcoming WellFit events and programs? To subscribe to the WellFit mailing list **CLICK HERE!!!**"



Challenges, Contests, Special Interest Groups

- **rallyon™** A wellness gaming platform that helps companies bring visibility and action to wellness
- Global Executive Challenge & Global Bike Challenge
- Unique Opportunities & Corporate Alignment
 - Bollywood Dance ,Tai Chi, Zumba, Golf Lessons, Free Fitness Assessments
- Strong collaboration and partnership between:



Summary

- Executive support is key
- Employee involvement is vital to success
- Find out what “sticks” but always change it up
- Provide boundaries not restrictions
- What Brocade has learned so far:
 - Employee interest exceeded our expectations
 - Wellness programs improve the bottom line
 - Brocade’s cost for the 2012 plan year were below the national average
 - Incentives & rewards are key



Free Trial: Join A **rallyon**™ Wellness Challenge Today

- Two week challenge: June 7th – June 21st
- Earn points for:
 - 30 minutes of exercise
 - 4+ servings of fruits/vegetables
 - Every 10 flights of stairs (up and down)
- Prize: Gift card to Jamba Juice
- Go to: www.rallyon.com/svlg
- Game on!





Thank You

