



2026 | STRATEGIC WELLNESS PLANNING

Find and Focus on Your Most Valuable Challenge

Your MVC is the workplace wellness challenge with the highest strategic value—the one that drives meaningful change in employee experience while directly affecting business performance. It's rarely the loudest problem in the room, but solving it eliminates multiple pain points at once.

STEP 1: CHALLENGE DISCOVERY (5 MINUTES)

List your workplace wellness challenges. Write one challenge per line:

STEP 2: TOP THREE (3 MINUTES)

Review your list above.

- Is this affecting people **RIGHT NOW**?
- Would solving this make a **VISIBLE** difference?
- Can I influence or drive this change?

Circle or star the challenges that get at least 2 strong "yes" answers, then write your top 3 here:

TOP CHOICE #1

TOP CHOICE #2

TOP CHOICE #3

STEP 3: THE 3 LENSES (8 MINUTES)

Let's examine each choice through three powerful lenses to discover which one offers the greatest value.

TOP CHOICE #1

THE MORALE LENS

Circle one: **HIGH IMPACT / MEDIUM IMPACT / LOW IMPACT**

THE RIPPLE LENS

Circle one: **HIGH IMPACT / MEDIUM IMPACT / LOW IMPACT**

THE BUSINESS LENS

Circle one: **HIGH IMPACT / MEDIUM IMPACT / LOW IMPACT**

TOP CHOICE #2

THE MORALE LENS

Circle one: HIGH IMPACT / MEDIUM IMPACT / LOW IMPACT

THE RIPPLE LENS

Circle one: HIGH IMPACT / MEDIUM IMPACT / LOW IMPACT

THE BUSINESS LENS

Circle one: HIGH IMPACT / MEDIUM IMPACT / LOW IMPACT

TOP CHOICE #3

THE MORALE LENS

Circle one: HIGH IMPACT / MEDIUM IMPACT / LOW IMPACT

THE RIPPLE LENS

Circle one: HIGH IMPACT / MEDIUM IMPACT / LOW IMPACT

THE BUSINESS LENS

Circle one: HIGH IMPACT / MEDIUM IMPACT / LOW IMPACT

STEP 4: RECOGNIZING THE PATTERN (2 MINUTES)

Look at your three contenders. Which challenge has the most HIGHs and BIGs?

The pattern you're seeing—that's your signal. This is your Most Valuable Challenge.

My Most Valuable Challenge is:

STEP 5: BRINGING IT TO LIFE (2 MINUTES)

Let's be honest about what needs to happen to make this real.

What's the biggest barrier to tackling this challenge?

- I can influence this with the right strategy and resources
- I can build a compelling case for executive buy-in
- Partnering with external expertise would accelerate success
- I need to pilot something small first to prove the concept
- Other: _____

STEP 6: LOCKING IT IN (2 MINUTES)

MY MOST VALUABLE CHALLENGE FOR 2026:

WHY THIS MATTERS (be specific—this is the beginning of your pitch):

Impact on our people:

Impact on our business:

NEXT STEPS

Take action!

What will you do in the next two weeks?

- Present this to leadership for 2026 planning
- Run this exercise with my team for collective buy-in
- Schedule a strategy session with Goomi Group to build solutions
- Gather data to build my business case
- Other: _____

I will take actions by: _____ (set a real date!)

Notes & Ideas:

Ready to turn your MVC into an actual plan?

We help organizations design wellness strategies and programs that actually work.
Goomi Group www.goomigroup.com info@goomigroup.com