A SALESFORCE APP



# WHAT IT IS

**ABC Essentials** is a simple **daily tracker of wellness activities** for Salesforce users. Users are able to log and grade their daily achievements from our set of 5 metrics.

The five actions in the base package are:

* **Be Mindful** = Say thank you, try to assume the best, smile often, be grateful, compliment others – you know the drill. It will help when life throws curveballs.
* **Break a Sweat** = 20 minutes minimum – get your heart rate up: run, walk, bike, take the stairs (a few times) – whatever works best for you.
* **Hydrate** = Drink water – the daily recommended amount. Set funny reminders, finish a water bottle before eating or reaching for that next cup of coffee.
* **Hygiene** = We don’t care if you washed behind your ears but wash those hands; often and with soap.
* **Stand up, Stretch** = Stand up, reach for the sky, swing your legs around, do 1 exercise for 60 seconds once an hour throughout your workday. Keep the blood flowing. Don’t forget to breathe.

Since most people, especially sales teams, thrive with a little **competition** they will be **incentivized** to complete and record their wellness actions by **weekly challenges**. You know your team best so we let you determine the weekly **rewards**. Don’t need another task? We get it - no heavy lifting needed. Here are some suggestions: extra PTO, gift cards to coffee shops, Amazon, popular lunch spots, wellness money.

# WHY USE IT

We’ve all read countless studies demonstrating a correlation to **wellness and productivity**. Here are some reasons why we think ABC Essentials will benefit you and your teams.

1. It allows you to easily see who is participating and how it is affecting their performance.
2. It is another way to see who is active in their Salesforce daily.
3. It’s **free**.
4. Here’s some of the reasoning behind each metric:
	1. **Being Mindful =** Good for morale, keeps things in perspective, mood booster thus greater productivity
	2. **Breaking a sweat** = Clears the head, allows for creative thinking, improves productivity, stress outlet, detox
	3. **Hydrating =** Good for the body and can help with fatigue
	4. **Hydrating =** Health of self and others
	5. **Standing up, Stretching =** Blood flow is important, moving around can help get people out of funk, reboot, and refocus.

# OK - LET’S DO THIS. Tell me how it’s done.

1. Talk to your Salesforce administrator and point them to <https://mcvickergroup.com/abc-essentials>. Have them review the installation instructions.
2. Send an introductory email to teams - we’ve included a template.
3. Follow up weekly // monthly with incentives and rewards that will be given weekly to the leader(s). **EX**: in January the prize is an Amazon gift card - one will be given every Monday based on the winner from the week before.