

RELATED COMPANIES

About Related Companies

INDUSTRY

Global Real Estate

EMPLOYEE COUNT

3,500

HEADQUARTERS

New York City

INTERNATIONAL OFFICES

Abu Dhabi, London, Sao Paulo, Shanghai

KEY CHALLENGE

Reaching a Diverse Employee Base

“This is the closest chance that I have to make a real impact on someone’s life.”

LAUREN GEER, MANAGER OF CORPORATE HEALTH & WELLNESS

The Impact at Related

With ADURO, Related found an end-to-end Human Performance program that reflects the culture and meets each individual where they are. The digital to human approach offers more than 300 Paths, Practices, Habits and challenges covering all areas of Human Performance (Health & Fitness, Money & Prosperity, Growth & Development, Contribution & Sustainability) based in a foundation of resiliency. The discovery process is generated from Well-being assessment results, goal setting and biometric data.

Employees have the option to engage with the program through digital, group and one-on-one coaching. Through Population Insights, Related has access to real-time reporting that results in consistent strategy development. “People now are taking better care of themselves and are just more aware of their well-being,” says Geer.

Develop a Culture of Human Performance

One of the most innovative and progressive developers in the US, Related Companies is redefining the concept of metropolitan.

Related needed a well-being program focused on the flourishing of its employees that both reflects its diverse culture and is accessible to a varied workforce. Lauren Geer, Manager of Corporate Health & Wellness says she knew she had to provide a program that took into account the whole person. “60% of our employees are interested in working on something besides Health & Fitness,” says Geer.

RELATED COMPANIES

By the Numbers

2,200

COVERED
LIVES

72%

ACTIVE
ACCOUNTS

2X

INCREASED
ENGAGEMENT

4.2

AVERAGE EMPLOYEE
SATISFACTION RATING



“I am happy and well rested. I have a good work/life balance. I stay on budget and my credit and savings have improved.”

JOHN, RELATED EMPLOYEE

Welcome to Human Performance

When employees are at their best, organizations are unstoppable. Human Performance is a wholistic strategy that creates the possibility for your people to perform to their highest potential. The ADURO approach is personalized, native, and designed to create intrinsic momentum for the whole person.