



# HOW O'MELVENY & MYERS LLP LEVERAGED PELOTON TO HELP BUILD COMMUNITY AND SUPPORT A CULTURE OF WELL-BEING

Law firm sees off-the-charts engagement among both those familiar with and those completely new to Peloton



NUMBER OF  
EMPLOYEES:  
**1000+**



INDUSTRY:  
**LEGAL**



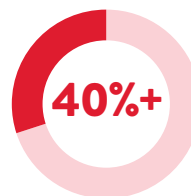
TAG:  
**#PELOTO MM**



ON THE  
LEADERBOARD SINCE:  
**OCTOBER 2021**



TOP 3 MODALITIES:  
**CYCLING  
STRENGTH  
STRETCHING**



**40%+ OF EMPLOYEES  
HAVE ACTIVATED THE  
PELOTON BENEFIT**

**40,000+**

**40,000+ PELOTON  
WORKOUTS COMPLETED  
BY O'MELVENY EMPLOYEES**



**11+ WORKOUTS  
PER MONTH, PER  
ENGAGED USER¹**

## WRITING A NEW PLAYBOOK TO KEEP WELL-BEING AT THE FOREFRONT IN CHALLENGING TIMES

As a values-driven organization, leading law firm O'Melveny & Myers LLP looks for innovative and thoughtful ways to foster a healthy and positive environment and mindset within the firm and support its people through both life's joys and challenges. O'Melveny's Living Well Committee focuses on delivering a comprehensive well-being program comprised of a broad range of benefits and resources that support the collective needs and goals of the firm's diverse population. The program's motto is "achieving well-being together," a reflection of how the firm sees its program as a community endeavor that can bring its people together around wellness. When the pandemic hit, opportunities to engage in person—or to work out in the usual venues—decreased, at the same time that stress and feelings of isolation increased. O'Melveny's Living Well team listened closely to employee feedback and set out to expand its offerings in responsive ways. Providing an easily accessible offering to support everyone's physical and mental well-being was among the firm's top priorities.

**INVESTING IN WELL-BEING & CULTURE**

George Demos, O'Melveny Chief Operating Officer, Partner, and Living Well Committee Chair, introduced Peloton to the firm. An avid Member, Demos had experienced Peloton's powerful community firsthand, and wanted to roll out the benefit to strengthen bonds among both existing and newly arriving firm colleagues. To this end, O'Melveny announced the Peloton benefit in a [press release](#), and senior firm personnel has heavily promoted the benefit throughout recruiting, onboarding, and year-round employee communications. O'Melveny's new hire orientation has a slide dedicated to the Peloton benefit, which gets communicated to new hires every week. Benefits and Well-Being Specialist Cynthia Castro even reports that on day 2 of employment, O'Melveny colleagues are "already reaching out asking about the Peloton benefit... It just shows that Peloton is something that they're really looking forward to participating in." The proof is in the pudding: within a year of launching the Peloton Corporate Wellness program, enrollment in the benefit has surpassed 42% of the total eligible employee population. "Normally when we first implement programs, we see 3%, maybe 10% engagement," observes Monica Rocha, the firm's Benefits and Well-Being Manager. "But wow, we've got something special here."

**BUILDING ENGAGEMENT IN ACCESSIBLE, INCLUSIVE WAYS**

O'Melveny implemented Peloton in a way that deliberately fosters an inclusive workplace—making Peloton available not only to attorneys and staff, but also to summer associates. To engage the broad firm community, O'Melveny hosts Peloton Challenges featuring beginner-to-advanced level Peloton classes that require no equipment, and Friday Wellness Walks, a way for employees collectively to get some steps in while tuning in to Peloton's on-demand outdoor classes. "People who would've normally thought that Peloton is just a bike are actively participating in these wellness classes," notes Rocha. But community-building also happens when people dish about their favorite instructors and classes they recommend. "During office happy hours, as an icebreaker before meetings...people talk about Peloton a lot, unprompted," attests Julia Yau, the firm's Director of Human Resources. "People want to share their stories."

*On their second day at the firm, people are already reaching out asking about the Peloton benefit. It just shows that Peloton is something that they're really looking forward to participating in.*

— CYNTHIA CASTRO, BENEFITS AND WELL-BEING SPECIALIST AT O'MELVENY