

PUMP UP Productivity in the Workplace

5 Steps to Getting Started



Did you know that 2 in 5 working Canadians believe that lack of time **due to work** is a perceived barrier to their activity? At the same time they report very modest support from their employers to be physically active. Only 20% say their employer is very or extremely supportive, with most reporting moderate (18%) or little or no encouragement (61%). Of those reporting no support, 45% believe that employer encouragement would help them be active. Of those having some support, 67% think that such support actually helps them to be active.

Can your company afford to ignore the problem of sedentary employees? Research indicates that there may be increased costs for companies that have a medium to high percentage of physically inactive employees who also have poor nutritional habits. These costs include: increased employee benefit costs, reduced productivity, decreased employee satisfaction, increased absenteeism, increased short and long-term disability payments, higher turn-over rates as well as increased levels of worker's compensation. Fatigue, inattention, and accidents are also more common among inactive employees.

Statistics show that employee wellness programs pay for themselves:

- ✓ Canada Life in Toronto showed a return on investment of \$6.85 on each corporate dollar invested on reduced turnover, productivity gains and decreased medical claims.
- ✓ Dr. Roy Shephard for the Canadian government found corporate wellness programs returned \$1.95-\$3.75 per employee per dollar spent.
- ✓ A new government of Ontario report, *The High Cost of a Sedentary Lifestyle*, says up to one-half the burden of medical costs can be prevented by changes to healthier lifestyles and "sedentary lifestyles are just as dangerous to health as smoking a pack of cigarettes a day."
- ✓ Municipal employees in Toronto, missed 3.35 fewer days in the first six months of their "Metro Fit" fitness programs than employees not enrolled in the program.
- ✓ British Columbia Hydro employees enrolled in a work-sponsored fitness program had a turnover rate of just 3.5% compared with a company average of 10.3%.
- ✓ The Canadian Life Assurance Company found that the turnover rate for fitness program participants was 32.4% lower than the average over a seven-year period.
- ✓ Toronto Life Assurance found that employee turnover for those enrolled in the company's fitness program was 1.5% versus 15% for non-participants.

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Employee wellness begins with awareness. Your employees need to know that the company supports their efforts to get more active, and will provide them with resources and incentives to get started.

- 1. Create a 'Health Zone' in your office** – *Awareness increases interest.* Stock up on pamphlets about nutrition, fitness, running, getting started... *anything health and fitness related.* Information on all of these topics (and more) is available through the Health Canada website, (<http://www.hc-sc.gc.ca>), and Alberta Milk (<http://www.albertamilk.com>). If you go to www.healthyalberta.com you will even have access to a workplace section that provides information and resources for employers and employees. My favourite information website is www.morethanmedication.ca and includes lots of interesting articles and resources on life balance, stress management and health.
- 2. Find Facilities** – Compile a list of the closest fitness facilities and their contact information, and let your employees know that the company encourages lunchtime workouts. If the company extends membership subsidies include the guidelines and benefits. By doing some of the 'leg work' you increase the likelihood that your employees will make the call. Additionally, perhaps you have available space in your office that could become a dedicated workout room? You'll be surprised how effective a workout you can have with only a few pieces of inexpensive fitness equipment.
- 3. Learn at Lunch** – Hire a speaker to provide fun and informative lectures to staff over a few lunch hours. *Lectures (especially entertaining ones) are a 'stress free' way for employees to gather more information about taking this fearful step toward fitness.* *Live Out Loud, Fitness and Wellness Consulting* provides sessions on life balance, stress reduction, overcoming barriers to exercise, and improving nutrition. Contact info@michellecederberg.com
- 4. Hire a Trainer** – Contact a nearby fitness facility and enlist a trainer to be 'on-call' for personal training sessions. Post contact information and session rates in your 'health zone' as well as the trainers credentials and background. If you have a fitness facility in your building make sure they hire qualified staff. *The first step to getting started is always easier with help!*
- 5. Hire a Workplace Wellness Consultant** to design your workplace wellness program. Providing the above resources is a great way to give passive support (and hope your employees 'bite'), but why not take that extra step and hire a consultant to design and implement a fun and simple office wide program that will **ensure action** among your employees? Contact info@michellecederberg.com for advice and guidance.

The most productive employees are the ones that make time for their health and wellness even amidst a busy schedule. By making resources available in your workplace, you'll increase the likelihood that your team will get active, feel better, and work harder. That's an investment worth making.

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Michelle Cederberg – “Your ‘Getting to It’ Guru”

Michelle Cederberg leads the industry for life balance, health, and stress management programs, resources, and tools that *actually* conquer procrastination, fatigue, and loss of motivation. Her expansive education and experience combined with her unique products, platform skills and messaging will ensure individuals and corporations understand that “**It’s not the *doing* that’s tough, it’s GETTING TO IT!**” and she helps you figure out how. With a Masters in Kinesiology, a BA in Psychology, and a specialization in Health and Exercise Psychology, Michelle combines mind, body, and practicality to inspire change! She has built her career since 1990, as a college educator, personal trainer, fitness coordinator, author, and business owner. As a professional speaker, she shares her experiences in a humorous and realistic way with delighted audiences across North America. Michelle knows her energy has fueled her business success! Today, through her products and presentations she motivates you to take small steps toward BIG changes, so you can *actually* GET TO the good things – even with a busy schedule!

To book Michelle to speak at your organization please fill out a booking request at www.michellecederberg.com
Corporate/Group Keynotes and Seminars, Fitness Coaching, Workplace Wellness Consulting

