



Sample SEO Article

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How corporate fitness and well-being can be incorporated into every business model to improve employees’ morale and enhance overall productivity

Introduction

Exploring the wide range of corporate fitness and well-being initiatives which every business can incorporate, this article highlights the importance of the proactive approach versus the reactive approach.

Poor health is an expensive burden on our economy and one of the ways companies can combat a growing trend of obesity and absenteeism is with corporate fitness and well-being.

Implementing health into a given business model does not need to be costly because of the tailored planning and ongoing feedback which ensure effectiveness and a real return on any investment made.

Main article

Corporate fitness and well-being are increasingly important in a society that is experiencing rising obesity levels, an ageing population and an inclination to work long hours. The economic downturn which the UK appears to be recovering from has had a big impact on job security and this uncertainty is increasing employees’ stress levels. Compounding this is the rising living costs and the spread of a no-bonus culture.

As well as the financial costs, unhealthy lifestyles – and not properly managing the pressures of work-demands – pose a real threat to people’s quality of life and ability

to perform well in their work and social lives. For businesses, an investment in corporate health helps ensure employees stay well, motivated and loyal. And there are diverse strategies which can be incorporated into every business model, from one-man freelancers to large corporations.

How necessary are corporate fitness and well-being?

In order to be termed a “good employer”, businesses need to do more than just tick a box when it comes to corporate health – they need to implement some real strategies that deliver tangible results. Costs wise, the active rather than inactive (proactive rather than reactive) approach actually saves companies money in the long-term because of less absence and more productive staff.

The two schools of thought with regard to corporate well-being are the wellness and well-being theories. Wellness is the insurance approach which commences when there’s a problem; well-being is about taking action today, introducing solutions that will have a positive affect on the morale and health of employees, and prevent likely problems arising in the future.

Businesses have a responsibility to look after staff – and that includes providing opportunities for, and access to, health advice and support. Responsibilities aside, businesses should want to offer staff well-being initiatives because they have been proven to enhance morale, motivation, productivity and, ultimately, the company’s bottom line.

The National Audit Office estimates that obesity costs England around 18 million lost working days a year. Obesity has health and mental well-being implications, and can be associated with illness, depression, tiredness and a lack of motivation. Corporate fitness and well-being encompass exercise, healthy eating and nutrition, education, training and support.

The link between corporate fitness and well-being investment and profitable companies has been proven – you need only look at the Times 100 Companies, as approximately 85% of these businesses have a corporate fitness scheme. These companies adopt the well-being approach, instead of the wellness approach.

How to incorporate

It is easy to excuse implementing corporate well-being initiatives by saying you’ll just pay for what is necessary, if and when. However, focusing on the direct ROI (return on investment) is short-term and many of the negative implications are not directly felt or monitored – increased staff sickness, reduced man power, reduced work

productivity, higher stress levels, reduced morale, higher turnover, higher HR costs and more.

The Government is aware of the huge impact poor health has on businesses. From April 2010, “fit notes” will begin to replace the traditional “sick notes”. The aim of this programme is to cut the number of long-term sick from 2.6 million to 1.6 million by 2015, and to flip the mentality from “I’m ill and can’t work” to “I’m ill but there’s still a way I can do some work”. The Government believes the scheme has the potential to save the economy £41 and £137 million each year. (You can read more about the scheme, [here](#).)

Employees run your business and are your business – without them, you wouldn’t have a business. They are as important as your external customers, only more so as you cannot have one without the other. But just like your business, your employees are unique. Trying to adopt a one-size-fits-all approach to your health and well-being initiatives will fail – and most likely because staff simply won’t adopt the programme.

Successful corporate fitness programmes are tailor-made and meet your needs, including budget.

Speak and bespoke

Before considering introducing any programmes or changes into your business, make sure you speak to your staff. Feedback is important in establishing what people want, what they feel they are missing, what’s important to them etc. Working with them will give them a sense of involvement from the outset and maximise the potential uptake when the programme is incorporated.

Once you have your feedback, prioritise it according to your business needs, goals and budget. You need to decide what is important and what can realistically be achieved.

At this stage, it is advisable to contact corporate health and well-being professionals to help you create your plan. Corporate fitness companies have the experience and knowledge to transform your ideas into realistic, effective and affordable initiatives.

Creating a fitness and well-being programme

What your business’s fitness and well-being programme looks like will depend a lot on what your business itself looks like. For example, do you need an on-site gym to help staff relieve pressure and stress or would simply running a weekly exercise class for your handful of employees be more appropriate?

There are so many elements to choose from with regards to corporate health and well-being initiatives but some of the most popular focus on exercise, healthy eating, and well-being support. For example, for many companies, cost is key which is why introducing a running scheme is cost-effective and far cheaper than building a gym or offering discounted gym memberships. Activities like running are also good for bonding and enable colleagues to forge relationships outside of the office environment.

Health screens are beneficial as they provide employees with a peace of mind and ongoing support if needed. To complement screenings, there are nutritional seminars and advice and various workshops. As well as the fitness initiatives, relaxation techniques work well for employees as they help to de-stress and rejuvenate, leaving staff ready to tackle another day.

Of course, businesses benefit as much as staff from these initiatives as fresh, energised and happier employees are more inclined to work hard, work longer and less likely to leave the company.

There are also partnerships to be considered by companies. These are when a business aligns itself with another business for mutual benefits. For example, it may be appropriate for you to form a partnership with the local greengrocer so you can offer your employees free fruit as an alternative to vending machine snacks? Or partnering with a nutritionist to provide expert advice and support on healthy eating for your staff?

The advantage of planning your corporate well-being ideas with professional companies is they will have partnerships of their own you can make the most of. For example, professionals may already have relationships with cycle shops, personal trainers, nutritionists, HR managers, medical experts and more. This means you can access all the information together with the necessary how-to for your corporate health plan.

Benefits of corporate health and well-being

As corporate fitness and well-being are bespoke measures, this makes them far easier to incorporate. The company you use to support this process should also be able to help with the marketing of your programme to ensure maximum uptake.

It is also advisable to implement your well-being programme in phases, monitoring popularity levels. For example, your employees may use the on-site gym or on-site personal training sessions but not the nutrition seminars. Ongoing feedback remains important as it allows you to track people's preferences and highlight the popular areas/less popular areas so you continue to be rewarded for your investment. By finding out what your staff respond to, you can in turn enhance the effects on staff morale and productivity.

Conclusion

There are multiple corporate fitness and well-being methods which can be put into practice by companies of all sizes. Costs can be kept to a minimum and results are not only tangible but monitored regularly to ensure the methods remain the most appropriate.

By incorporating corporate health into your business, you are not only providing your employees with a brighter future – but providing your company with a profitable future from the upturn in morale and productivity.