

make **your** workplace



happy
healthy

and stress free!

by Paul
Richards

CLUB PHYSICAL
you belong



Six important facts you'll read inside this Corporate Wellness report

1. Why firms must **shed fat** NOW!
2. How 'working out' will make your **staff 'HAPPY'**!
3. A simple guideline to **alleviate** corporate **STRESS**
4. BIG NEWS for health from World Authorities
5. **The BEST product in the World**
6. The economic benefits of exercise
7. An easy **one-step ACTION PLAN** that will ignite your staff!

Epidemic Obesity Forces Firms to Face the Facts

More and more companies are deploying, and enjoying, corporate fitness programs. This has been prompted, in part, by the obvious, unavoidable, evidence of rampant obesity, more and more companies—both in the New Zealand and Australia — who are launching a variety of corporate fitness programs.

Today, more than **52%** of Kiwis over the age of 15 are classified as overweight or obese, which contributes to an increased incidence of diabetes, high blood pressure, and other medical conditions. To date the true cost for New Zealand business has not been estimated, although as a nation obesity cost the country \$241 Million in 2001 in medical costs alone.

However, United States businesses have estimated sickness to cost them **\$117 billion a year**. In the U.K., the National Audit Office reports that, in 2001, more than **18 million sick days**—equivalent to 40,000 working years—was racked up by weight-related maladies.

Recently, in England, one company, the Contact Center, in Lancashire, called on LA Fitness, the U.K. club chain, to provide its employees with everything from fitness assessments, to massages, to vitamin supplements. In the U.S., many firms are taking similar steps. A new survey from Hewitt Associates disclosed that fully 95% of the responding firms now offer some form of health-promotion program (e.g., health fairs and cholesterol screenings), a 7% increase since 1995.

Some 29% sponsor sports teams and tournaments, and **36% underwrite corporate fitness membership**.

'More employers than ever before favour health-promotion and condition-management programs because they have the potential to provide **cost savings**, reduce absenteeism, and improve the welfare of employees, dependents, and retirees,' notes Camille Haltom, a healthcare consultant with Hewitt.

Among the firms that have reaped such benefits: Abbott Laboratories, Alberto Culver, DuPont, General Electric, Johnson and Johnson, Pfizer, and Sprint.

A new study, conducted by Health Partners, of Minneapolis, Minnesota, demonstrated that fit workers of normal weight perform better, produce more, are absent less often, and get along with their coworkers better than do their obese peers. Another research paper, published recently in the American Journal of Health Promotion, linked \$3.48 in healthcare savings to every \$1 spent on work-site health promotion.

Eileen Dayson, 45 years young self-employed Real-estate professional of Botany says this of her new health regime at Club Physical;

"I had battled with my weight all my life and am a life member of nearly every diet clubbut none of them worked. Now I've never been so determined and consistent. Working out is a part of my daily routine. I cope with stress, can keep up when the pace quickens and I'm happy when I look in the mirror." Eileen reduced her waist by 10.2cm in 12 weeks.

Working out makes staff better, nicer!

Slobs beware. A new study shows fit employees perform better at work and enjoy better relationships with their colleagues.

People who exercise at the gym not only produce a greater quantity of work, but they also find their jobs less taxing, according to research.

The study published in the Journal of Occupational and Environmental Medicine, is the **first time** the relationship between work and exercise has been **documented**.

Researchers analyzed the health and way life of 683 workers in varied occupations to gauge levels of physical activity, physical fitness and obesity. These assessments were compared with indicators of job performance, as rated by the employees themselves.

They found that employees with moderate levels of exercise produced work of greater quality and better overall work performance. Those who followed a vigorous exercise regime also produced a larger amount of work and required less effort.

The study, led by Dr Nico Pronk of Health Partners, a Research Foundation in Minneapolis-USA, found that **overweight** employees took **more time off sick** and had worse relationships with their colleagues.

The findings could have significant implications for companies struggling with low rates of productivity and high absenteeism.

Dr Pronk said: "If companies have concerns about the level of work by employees, then maybe they should introduce breaks for physical activity, while weight management programmes might also have an impact on absenteeism.

Dr Pronk attributed better performance of fit employees to their **higher resistance to fatigue**. "A useful analogy is to look at sprinters in the 100 meters. All the athletes get up to same speed quickly, but the one who is the most resistant to fatigue is the one who wins"

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Jack Dill-Russell, 48, a retail executive from Albany says this; "I was putting many daily hours into my new career, but after a long day at the office would return home to my loved ones irritable and aloof.

I decided to take up a programme at Club Physical and am happy to report these changes. No more heart burn every time I eat a meal, work is a breeze and I'm much better able to deal with the stresses and strains of executive life".

Jack's blood pressure dropped from 150/95 to 135/85 while his waist shrunk from 120cms to 104cms, and he lost 12.5 ks while simultaneously adding muscle.

Office workers in Britain agreed that exercise helped them concentrate and improved their work performance. Lucy Lawrence a project Manager for a mobile phone company said that a lunchtime workout gave her more energy for the afternoon.

She said "Exercise is great if I am stressed or have a mind block because I can convert all that nervous energy into physical activity. If I don't go to the gym for a few weeks I have a general feeling of lethargy."

How I discovered the STRESS ANTIDOTE

This is why I qualify to know about stress at work.

Lunchtime conversations of rugby, racing, beer *and girls* were uninspiring and I missed corporate life in the city. So having been a truck driver for over two years I was pleased to land a job with Income Support in the city.

As I walked into the Auckland, Wakefield Street office for my first day on the job I was immediately taken aback by the huge piles of files on each person's desk. Phones were ringing hot. I actually couldn't see many of the fifty plus in that office who were hidden behind their meter high work-loads.

The girl who was supposed to be inducting me was too swamped with phone calls to give me her attention. Within three days I was on my own. My first phone call from a 'beneficiary' initiation came fast. My 'teacher' was nowhere to be seen.

"Where's my blood money!" shouted the first words. Over the months I became accustomed to the arrogant people who demanded their 'pay'. Not a shred of gratefulness to be seen for their tax-payer funded handouts. My stress levels would rise throughout the day. Not so much due to the busyness, but the fact that many of my 'clients' were 'career dole-bludgers'. I became extremely frustrated with what I saw was a huge abuse of the system.

I recall being called out to interview a middle aged man who had been on the benefit several years. He had *spent* his week's 'pay' courtesy of the tax-payer and had come to the counter requesting *more*. I asked my chain smoking boss Jack, what he wanted me to do. He replied "Take a declaration".

Jack would spend his lunchtimes with other department bosses in the pub next door, often returning red-faced.

After dutifully taking the man's declaration I read it to Jack. I expected him to laugh and to tell me 'no way'. It read

'I have spent my pay and have no money for my colour TV rental, smokes and the TAB'.

"Give him \$50!" ordered Jack.

My stress levels rose. This was ethically and morally wrong in my book, but what could I do?

The angry axeman

Two events succeeded in pushing my stress level fairly high. When you work in an office in the centre of Auckland City you are used to pushing pens, conducting interviews and discussing activities with your workmates. The atmosphere, despite the beneficiaries was fairly cordial and professional. What you *don't* expect is to be suddenly confronted with the physical brutality of loudly swearing skin head suddenly slamming an axe into reception!

Fortunately no one was hurt by the man's fit of rage that day.

Murder behind the filing cabinet

Then one day when I was quietly working through benefit applications on my desk, I became aware of a high pitched shouting. I initially ignored it, thinking it to be some kids. The whining and squealing continued and I opened the office door to investigate. Suddenly I was confronted the horrifying site immediately in front of me – one that I'll remember until the day I die.

A man was rapidly plunging a knife into the stomach of his wife. I must have intruded at the half way point because news reports the following days said the post mortem had shown the poor lady had been stabbed around fifty five times before collapsing at my feet in a gurgling heap – a sound I'll never forget.

My stress antidote

I've had thirty five jobs during my career and apart from owning a business, the office at Income Support was the most stress-full. It was right there that I discovered what stress can do to the body, and exactly *how to get rid of it* within 60 minutes!

After a day of frustrations and occasional extremes like the example above, my head would feel heavy like a rock. I would feel low in energy and not in the best of moods. But I learned to push this aside and to gain the self discipline to go to the gym - no matter what.

"I learned to push aside fatigue and go to the gym, no matter what"

Incredibly, after just one hour at the gym I would hit the showers feeling 'brand new' and almost euphoric! I experienced this time and time again. Reliably – after every single workout.

It didn't matter if I had been out late, even the rare nights with no sleep – a workout at the gym cleared out the stress, the tired feeling and the cobwebs. I would always leave feeling wonderful and since then, always have!

"A workout in the gym will remove ALL of your stress!"

There is no need to live with stress or to take it home. There is no need to take a pill or to swill alcohol. A simple workout is the answer. Therefore I challenge YOU to discipline yourself to take the stress FREE antidote today!

Can a workplace generate stress?

Stress is caused by **your** personal response to a given situation. My advice is that you avoid blaming your workplace or your boss for your stress. You should be in control of your own life. If a situation occurs that causes you to become stressed, it is you who decided to react this way. Here are two interesting examples I have seen;

Club Physical was called in to design health and exercise programmes for a large West Auckland Importer. Among other things we gave each of the fifteen executives of the company a blood pressure check. It was a real eye opener for us to discover that fourteen of the fifteen had high blood pressure. Could it be that the *group's reaction* to doing business or to someone in this workplace was having a devastating effect on the team's health?

But your *reaction* is a **choice** and if you can't manage it by toughening up, laughing it off or managing it by having a daily workout; You still have the choice to dwell on the positives or negatives, to stay or to leave.

Some people are pretty cool customers in stressful situations. Take the SAS. You might think they are the toughest of the tough. During their initial trials these people are not only drained of energy and driven hard physically while deprived of sleep. They are shouted at, put-down and ridiculed in front of others. Yet a handful survive the course and are chosen. An SAS soldier must be 'super tough'.

Three years ago I sat at the start of an industry seminar at the San Francisco Marriot. A speaker introduced our presenter, a man from London who had spent a decade in the SAS.

As the former soldier began to speak his voice became slow. He paused. He staggered. He fell. Members of the audience rushed to his aid and called for a medic. The puzzled audience was left to chat among themselves.

Twenty minutes later the man re-appeared. "I apologize. Speaking in front of an audience is the toughest thing I've ever had to do. I'm sorry, I can't do it." The man, a reputed expert in corporate wellness and former SAS soldier, left the room.

Stress is a choice. It's the response you decide to have in a given situation.

Stress – who is responsible?

World famous trainer Brian Tracy advises us to stop and think next time you and I feel 'stressed'. He says stress is often caused by 'blame'. We find ourselves in a situation and boil and stew about it blaming someone else for where we are. But if we stop and say to ourselves "I am responsible", very often we find that we ARE in fact responsible, and that we CAN do something about it. I have tested this on myself and can assure you, he's right! Try it today!

Who is responsible for your stress? **YOU ARE!!**

Are you using your time wisely?

There're many books, seminars and courses on time management, but there's one thing for sure. Not managing your time can cause unnecessary tension and stress.

I use the A, B, C, D formula. A = urgent, B = important but not urgent, C = urgent but not important, D = not important and not urgent.

Area B is the area you need to give priority time for each day. Working on this area will have the greatest positive impact on your life. Meanwhile, aim to avoid having more than six 'A's in a single day. I find it productive to number the 'A's which helps me tackle them one by one in a systematic order.

Delegate C and D.

Meanwhile if you have key people in your office that you discuss things with often, I urge you to get a folder with divisions for each of them. Then every time something comes up you would like to discuss with them, jot it down under their name. Then instead of frequently interrupting them, organize a time to meet for 5-10 minutes and hit all the subjects at once. Train your associates to do the same.

You may not have realized it until now, but regular interruptions often cause stress. It has been said that after such an interruption it will often take you 15-20 minutes to get your mind re-focused on the job at hand.

Guru points the way to avoid corporate stress

Visiting Aussie has the answers to health and happiness at work

In an event well timed following the governments new law affecting 'stress' health expert Heidi De Santo shared the results of her research.

Among Heidi's keys to success are - knowing what you want and **taking action**. This applies as much to your business goals as it does for your 'health'. Heidi believes we have become experts in treating the 'symptom' but not the cause of the disease. She promotes a very simple health test which relates to the toilet. If you only complete one 'number 2' daily or less, it's a sign of danger that your health needs attention.

If you want to find out how well you are **digesting** your food – the remains of a meal eaten 'now' should not be seen in the toilet bowl for around 12 hours, Heidi prescribes the 'corn test'. The test requires you to be observant on your next visit to the loo. If your food moves too rapidly through your body it is clear that you will be deprived of valuable nutrients.

Heidi strongly advises a healthy diet of lean source protein, and fruit and vegetables prepared as close to natural as possible. She warns against a diet too high in **dairy products**. New Zealanders have been schooled that 'dairy' provides a necessary and rich source of calcium. However Heidi points to the fact that the biggest dairy consumers – the Americans - also have the highest rate of osteoporosis. Whereas, the Japanese who consume the least, suffer the least.

Heidi has a very simple philosophy to **avoid stress** in the workplace. In any situation your attitude can take one of three paths. A negative one, neutral or positive. Stress, she says, is

caused through not resolving a problem – or not confronting a person. Gossip acts negatively on your health. If you don't confront or deal with an issue you will suffer the effects later.

The solution Heidi says is, when something negative happens "Find out what is causing it – and resolve it". Heidi left the group with a warning "Don't let unresolved emotions be the reason you don't succeed at making positive changes!!".

The emotional quotient

A Personal Trainer at the club gave a lecture to the team entitled 'The emotional quotient'.

Your brain is constantly in development. In the case of a man who beats his wife, it is often the result of stress and regularly combined with alcohol.

In short, whether real or imagined, when a situation occurs where the man became 'agitated' he has allowed himself to respond by physical violence. The man may apologize later and regret his actions.

But a similar frustration causes him to erupt a week later and he again lashes out with his fists, hitting his wife. The situation occurs again a month later.

What is happening to the man's brain is new neural pathways are being formed. When future 'situations occur' violence becomes his learned response as the pathways in his brain become stronger. – like the formation of a habit. Although highly destructive, this reaction has become 'acceptable' in the man's brain for those unhappy moments.

Guard against this in yourself. You might find yourself starting to react a certain way to a given situation. If your reaction is not a positive one, it's a red flag to you to discipline yourself into

Exercising the problems away

Staying fit will keep people out of the nursing home, say US researchers

WASHINGTON — Adults should engage in moderately intense exercise for at least 30 minutes five days a week or vigorous exercise of at least 20 minutes on three days, United States experts say.

Two leading health groups have issued new guidelines on physical activity, updating recommendations made in 1996, while also crafting advice tailored specifically for those 65 and older.

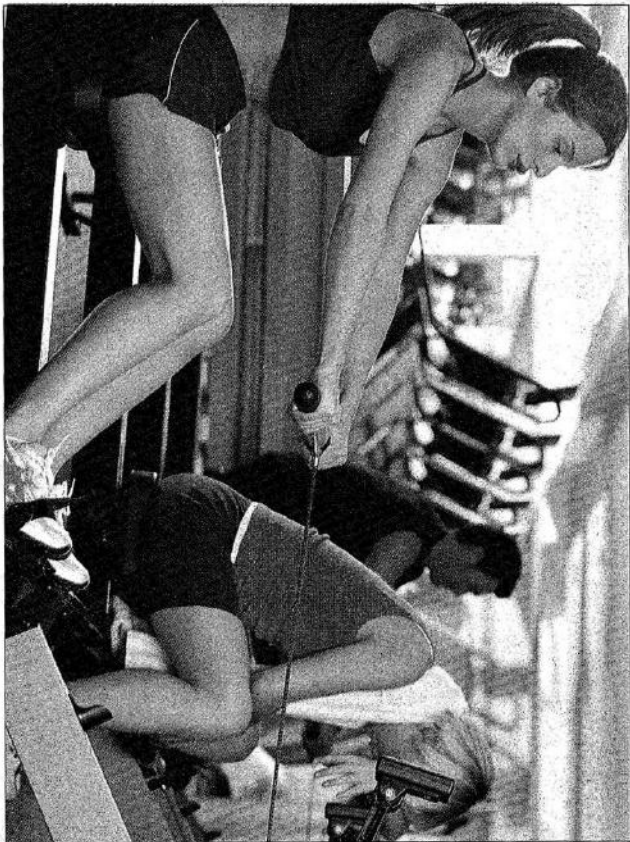
The guidelines from the American Heart Association and the American College of Sports Medicine recommend weight lifting and vigorous aerobic exercise while also being more specific on how many days a week people should work out.

The advice comes amid rising health problems stemming from sedentary lifestyles and obesity among Americans, as well as people in many other nations.

"I think public health inactivity is the biggest public health problem we face. I think it accounts for more morbidity and mortality than anything except maybe cigarette smoking," said Steven Blair, of the University of South Carolina, one of the experts who crafted the recommendations.

The 1996 recommendations, issued by the sports medicine college with the US Centers for Disease Control and Prevention, had said: "Every US adult should accumulate 30 minutes or more of moderate-intensity physical activity on most, preferably all, days of the week."

The new guidelines call for healthy adults to engage in moderate-intensity



aerobic physical activity for at least 30 minutes five days each week or moderate-intensity aerobic exercise for at least 20 minutes on three days. The guidelines also say exercise above the recommended minimum amount provides even greater health benefits.

Moderate-intensity aerobic activity can be a brisk walk, light jogging or other exercise that noticeably accelerates the heart rate. Vigorous-intensity exercise like jogging causes rapid breathing and a substantial increase in heart rate.

The guidelines called for weightlifting exercise to work on muscular strength and endurance, with eight to 10 different exercises on two non-consecutive days a week. The new guidelines offered specific advice for people 65 and older, urging them to consider lifting weights, improving their strength to prevent falls, and working on flexibility exercises and balance training.

"If you want to stay out of the nursing home, probably the best approach is to be sure you're physically active and fit," Mr Blair said. Aliments linked to physical inactivity include cardiovascular disease, stroke, high blood pressure, diabetes, osteoporosis, obesity, colon cancer and breast cancer. — REUTERS

KEEPING FIT
How long/how often
■ Moderate exercise (at least 30 minutes, five days a week)
■ Vigorous exercise (jogging, gym workout): At least 20 minutes, three days each week.

HOW AND WHEN: The guidelines say exercise above the recommended minimum provides even greater health benefits. PICTURE/GETTY IMAGES

finding a better way of thinking and acting each time this happens.

Similarly if you regularly discover yourself feeling tense about a person or situation, take action to learn a new response, to solve the issue or to remove yourself from the area.

Like the psychologist's tests where some see vicious spiders in a paint splash and others see opportunities, you can gain control of your emotional quotient and teach yourself to always look for the good and to take the right action – the glass being half full rather than half empty.

BIG NEWS Authorities say ALL should weight train at least twice weekly

NZ Herald Friday 3rd August 2007; Two of the World's leading health groups have issued new landmark recommendations for physical activity. Adults should do 30 minutes moderately intense aerobic exercise daily. They also call for weight-lifting exercise at least two days weekly.

The American Heart Association and the American College of Sports medicine say that the weight-training session should consist of 8-10 exercises. They are also urging those 65 years and older to lift weights to improve their strength and prevent falls. "If you want to stay out of nursing homes the best approach is to be sure you are physically active and fit" says Dr Steven Blair.

The authorities recommend 'vigorous activity' such as jogging or gym workout for at least 20 minutes, three times a week. This news has massive implications for each one of us at Club Physical. It's a powerful endorsement for 'weight-training' which is offered in gyms.

The BEST product in the world....you'd better believe it!

As the founder of Club Physical in New Zealand, most of the time I have spent in the health club industry I've felt like an *evangelist*. I'm constantly excited and motivated by the product we offer. Indeed I am like that guy in the Remington shaver ad years back "I liked the product so much, I bought the company!"

We do sell 'The best product in the World'! Here's why. Here are just a few of the health benefits that help active members get the most from life!

- Increased strength
- Increased independence
- Improved balance
- Increased bone density
- Better sleep
- Decreased pain
- Improved appetite
- Better bodily functions

In addition physical 'activity' has been proven to alleviate, remove, reduce or annihilate;

- Obesity
- Heart disease
- Depression
- Osteoporosis
- Hypertension
- A variety of cancers including breast cancer
- Sleep disorders
- Arthritis
- Colon cancer
- Stroke
- Type 2 diabetes.....and as they say in the commercials...MUCH, MUCH MORE!!

The economic benefits of regular exercise

The following are documented results provided by IHRSA – the International Health and Racquet Association. Club Physical was New Zealand's founding member. These results prove the value that encouraging your team to become fitter can have to your business in dollar terms and of course, in **humanitarian** terms! That is, keeping people well isn't just good business, it's a blessing for your team.

- **Reduce Absenteeism**
DuPont's corporate fitness programme saw days-off fall by **47.5%!**
- **Increase Productivity**
80% of **Union Pacific Railroad** staff believed their exercise programme had made them more productive (USA).
- **Boost Morale & Team Relationships**
Saatchi & Saatchi's fitness programme boosted morale for 75% of staff (with 63% citing better productivity too).
- **Reduce Mental Errors**
An ergonomic study showed that fit workers make 27% fewer errors in concentration and short-term memory.
- **Reduced Turnover**
Canadian Life Assurance company found turnover among fitness programme participants was 32.4% lower over a seven year period compared to non-participants.
- **Recruit high achievers**
"Many experts in the field of corporate fitness believe that the real benefit to a company that promotes employee

health is recruiting a workforce of high achievers". *Health and High Performance, Robert J. Brosmer.*

- **Reduced turnover**
Tenneco found that those who participated in it's corporate fitness programme were 13% less likely to leave than other employees.
- **Return on investment**
PepsiCo found it's corporate fitness programme had a 300% return on investment. \$3 for every \$1 invested.
- **Return on investment**
Motorola returned \$3.15 per dollar from it's employee fitness programme *The economic Impact of Employee Health and Fitness*
- **Return on investment**
Johnson and Johnson averaged a 30% return

Corporate Wellness Starts Here!

The following quote sums up the benefits of 'Corporate Wellness' for your company;

"Our research time and time again confirms the benefits of healthier, fitter employees. They have fewer sick-days, lower disability costs and their perceived personal productivity and life/job satisfaction is higher" **Peter Soderberg, President, Johnson & Johnson**

For healthy people and a healthy profit, exercise your staff at Club Physical. Our equipment, facilities and trainers offer you the fastest, most effective route to personal fitness!

FREE Health Check for your team!

If you would like a complimentary health check covering a few key aspects that will quickly determine the condition of your team such as;

- stress level
- cardiac risk
- blood pressure

We can organize to do this during a morning, or afternoon tea-break at your place of work. All Club Physical asks is that you encourage your team to attend.

Your easy one step action plan...

Simply call one of the numbers listed below and we will organize;

1. A complimentary Health Check for your team and/or
2. Dependant on numbers, a special corporate membership for your team

You can contact our Corporate Representatives TODAY at;

- TeAtatu – Kris 834 5052
- Auckland CBD – Richard 369 5834
- South Auckland – Jude 272 1670
- Three Kings – Kathy 625 0235
- Albany – Geordie 444 9328
- Birkenhead – Gaylene 419 2500
- New Lynn – Rowan 827 5093
- Westgate – Sonia 833 3306
- Browns Bay – Kelley 478 5109
- Wellington – Sara 04 473 2273



www.clubphysical.co.nz