

# Good Health IQ

Solutions for living a healthy lifestyle

## CORPORATE WELLNESS

Develop a winning team by  
improving the physical and mental health  
& well-being of your employees



**Stress Management** | Nutrition | Fitness |  
Weight Management | Smoking Cessation |  
Mindfulness | **Well-being Days** | On-site Massage

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## What is corporate wellness?

Corporate wellness can be described as any workplace health promotion activity or organisational policy designed to support healthy behaviours in the workplace and to improve healthy outcomes.

Activities may include:

- Health education workshops
- Medical screenings
- Healthy eating programmes
- On-site fitness programmes or facilities
- Stress management
- On-site massage
- Mindfulness sessions
- Weight management programmes
- Smoking cessation

All of which can be tailored to your company needs.

Corporate wellness programmes have been shown to :

- Improve the health and well-being of employees
- Reduce the number of days lost in sickness absenteeism
- Make overall cost savings.

## How can a corporate wellness scheme help your business?

Corporate wellness involves the combined efforts of employers and employees, to improve the mental and physical health and well-being of people at work.

Strong evidence has shown that having a corporate wellness scheme can improve the health & well-being of employees.

The workplace offers several advantages in that a substantial number of the working population can be reached and multiple levels of influence on behaviour can be targeted.

On average UK workers spend 1/3 of their adult life at work therefore the work place is an ideal place to improve their health.

The World Health Organisation has reported that businesses can expect the following benefits from having a corporate wellness scheme:

### To the organisation

- Improved staff morale
- Reduced staff turnover
- Increased productivity
- A positive and caring image
- Cost savings

### To the employee

- Improved health
- Improved sense of well-being
- Enhanced self esteem
- Reduced stress
- Increased job satisfaction

## What ROI could you expect?

The magnitude of the benefits can vary significantly and this will depend not only on what type of organisation and programme is involved, but also on the way in which the programme is planned and executed.<sup>1</sup>

Wellness programmes have been shown to lead to a return of between £2 and £34 for every £1 spent<sup>2</sup>

A manufacturer with 20,000 employees made cost savings of £11m over 3 years<sup>2</sup>

British Gas found that for every £1 they invested they saw a return of £31<sup>2</sup>

- Evidence from a review of the available literature and case studies supports the idea that wellness programmes have a positive impact on intermediate and bottom-line benefits.<sup>1</sup>
- Most of the financial benefits take the form of cost savings rather than increased income or revenue flows.<sup>1</sup>
- Cost savings have been shown to range from £2 for every £1 spent (1:2) to £34 for every £1 spent (1:34).<sup>2</sup>

**Johnson & Johnson in the US ran a wellness programme for a decade and saved £250 million<sup>1</sup>**

<sup>1</sup> Building the case for wellness - Price Waterhouse Cooper

<sup>2</sup> Healthy Work – Evidence into Action 2010

## How we can help you

I am the founder and director of the Good Health IQ. I have had previous roles in IT management, event management and now in the field of health and well-being. My experience and knowledge puts me in an ideal position to provide your business with all of the support and guidance needed to create, implement and monitor an effective corporate wellness scheme that works for you.



The ways in which I can help:

- Work with management and focus groups to develop and implement a scheme that employees want.
- Generate a GAP analysis to identify where you are now and where you want to get to.
- Develop a “big picture plan” for the next 3 – 5 years.
- Train “Wellness Champions” to keep staff motivated.
- Provide all the educational information, therapists and fitness experts required.
- Project manage all events.
- Constantly review and alter the service to make sure it is working in the most effective way.





## What would a corporate wellness programme look like?

Corporate wellness programmes can include many different elements to help employees improve their health. Organisations can choose to focus on the issues that are most relevant to them and their employees.

### Screening



### Educate and support

#### Healthy Lifestyle

Educate employees on how healthy lifestyle choices can improve their health and well-being.

#### Smoking Cessation

Provide support to those employees who would like to stop smoking.

#### Weight management classes

On-site weight management classes for those who want to lose those extra pounds.

#### Mental health & well-being

Educate staff on the importance of mental and emotional well-being and how this can be achieved.

## Talks and educational events

These can be developed and delivered dependent on specific needs, however a list of possible talks may include:

### **Nutrition**

How to stay fit and healthy by eating the right food.

### **Mindfulness**

What's it all about and how it can help you to lead a stress-free life.

### **Healthy Mind, Healthy Body**

How to look after both your mind and your body for good health and well-being.

### **Weight Management**

Effective methods to help control your weight.

### **Be happy now**

Effective ways to stop worrying and get the best out of life.

### **Smoking cessation**

How it affects the body and useful techniques you can use to stop.

### **Anxiety & Stress Management**

How anxiety & stress affects the mind and body and what you can do about it.

### **Get a Good Night's Sleep**

Help & guidance on how to improve the quality of your sleep.



## Exercise and Relaxation

Providing employees with the means to exercise and manage their stress within the work place will give them the encouragement they need to partake on a regular basis.

### Stress Management

- Support employees in managing their stress levels
- Introduce relaxation classes e.g. meditation/mindfulness
- Provide complementary therapy sessions e.g. massage, reflexology



### Exercise

- Educate employees on the importance of taking part in physical activities
- Introduce exercise classes into the workplace e.g. yoga, pilates
- Encourage walk/cycle to work activities

Sessions such as yoga/pilates, complementary therapies or meditation/mindfulness can be part paid for by the employee and subsidised by the company.

## Other services

### Health and Well-being Days

Many businesses now-a-days like to run health and well-being days. This can take a lot of time and effort, yet we can take the hard work out it for you. We can arrange all the necessary advice, information, stalls, talks and events that will capture your employees attention and leave them with some great ideas to take away with them.



### Catering

We can work with the onsite catering department to provide them with exciting and new ideas on how they can make healthy meals, drinks and snacks available to employees.

### Train Fitness Champions

Having “fitness champions” onsite to make sure that employees stay engaged and motivated is key to the success of any corporate wellness scheme. we can provide designated team members with everything they need to make it a success.



## Costs

Event type	Time	Cost	Time	Cost
Initial meeting and free coffee		Free		
Your own well-being strategy consultation	Full day	From £350	½ day	From £180
Educational talks	½ day	From £180	1 hour	From £60
Yoga/pilates class	90 mins	From £90		
Complementary Therapy sessions	Per hour	From £60		
Smoking cessation sessions	Per hour	From £60		
Weight Management sessions	Per hour	From £60		
Meditation/ Mindfulness sessions	Per hour	From £60		



**“Look after your employees and they’ll look after your business”**

- Richard Branson



# GET IN TOUCH

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