

Today's successful business leaders know the unlimited rewards they can expect when they invest in their greatest hidden asset - their employees. It's no secret - offer the right resources to your employees and your business will prosper. The bottom line is if you invest in your staff they will contribute more and perform better. Productivity goes up, employee morale increases, customer relations improve and the atmosphere within your business takes a turn for the better.

The end result of any Health and Wellness fitness program should include increased employee productivity, improved employee morale with respect to their relationship to the organization, decreased utilization of employer subsidized health benefits, and decreased employee absenteeism due to health related causes. Obviously, an improvement in any of these will have a positive impact to the financial status of any organization. The benefit from the employee's standpoint is improved health and energy levels, decreased body fat, and a more youthful, fit body.

"Northwest Personal Training has provided an outstanding boost for our company. The mental and physical wellness of our team is critically important; but as an employer you can only go so far in motivating people to address certain areas of their lives. Exposing our team to the positive, goal oriented influence of Northwest Personal Training has helped many of us shift our priorities in the right direction which has led to great results. The upbeat, non-judgmental approach of Northwest Personal Training is the key to overcoming the "blahs" in any organization."

Your employees will appreciate that you're interested in their overall health and not just profits - but in reality, once their performance increases as a direct result of their enhanced vitality, your profits will increase too!

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Transform your Business Today.

Call us at **360.574.7292**
so we can schedule a preliminary consultation.

Workplace Wellness

Transform your Business
Transform your Team
Transform your Life



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Positive Return on Investment - *Blue Cross*

Blue Shield of Indiana found that its corporate fitness program had a 250% return on investment; \$2.51 for every \$1 invested over a five year period. American Journal of Health Promotion

In a world where health care costs are taking a huge bite into corporate profits and making it very difficult for small businesses to survive, implementation of programs that yield a reduction in these costs, or at least contain them, are no longer elective, but rather a necessary consideration for a financially prudent organization. A well designed wellness/fitness program with a strong nutritional and fitness lifestyle emphasis will directly meet this need.

Reduced Health Care Costs - *Steelcase*

showed that medical claims costs were 55% lower for corporate fitness program participants than non-participants over a six year period - an average of \$478.61 for participants vs. \$868.88 for non-participants. The American Journal of Health Promotion

Show your team you care about their health and fitness!

- *Lunch & Learn Fitness Seminars – Informative & Entertaining!*
- *Lunch & Move Practical Sessions – Effective & Inspiring!*
- *Health & Fitness Retreats, Workouts & Adventures – Fun Team Building!*
- *6 Week Makeover Fitness Challenges – Transformational!*
- *Freedom From Smoking® program – Life changing!*

Reduced Absenteeism & Sick Leave -

Dupont reduced absenteeism by 47.5% over six years for the corporate fitness program participants. Health Behavior

The Travelers Corporation reported that its health promotion yielded a 19% reduction in sick leave use over the four year study with a \$3.40 return for every dollar spent, yielding a total corporate savings of \$146 million in benefits costs. Wellness Councils of America



Where to Begin - *We would like to suggest that the best place to start is by providing your employees with user-friendly, practical health and fitness information that they can implement immediately. A regular 'diet' of these types of seminars or workshops scheduled into your monthly meetings or conferences is what will keep health and fitness a priority in your employees' lives. Launching a 6 Week Fitness Challenge is a fabulous way to help your team look and feel their best and develop team morale. Or perhaps, you'd like to schedule a weekly workout or a fitness adventure as a way to developing team unity and spirit. We will customize a Corporate Health and Wellness plan based around your needs and budget.*

Northwest Personal Training & Fitness Education is in the business of helping people achieve their personal best. We are hired from organizations around the world to speak on the latest health, fitness, motivation and lifestyle topics. Just in the last few years we've presented in Europe, New Zealand, Australia, Russia, Asia, Brazil, Germany and all throughout Canada and the U.S. Our sessions are described as informative, entertaining and inspirational. We blend an academic background in exercise physiology, nutrition, human performance, and behavioral change with our practical skills of designing overall health and fitness programs that are safe, effective, efficient and that people can actually commit to in their busy lives.

Reduced Turnover - *The Canadian Life Assurance Company found turnover among fitness program participants was 32.4% lower over a seven year period compared with non-participants. Canadian Journal of Public Health*



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