



Wellbeing and the Economic Crisis

Working out part of the puzzle



UK economy faces a tough 2009

“In order to make it through these tough times companies need to become more competitive than ever”

We are entering 2009 with a very unstable economy and no relief in sight. With all of the talk of bankruptcies, mergers and bailouts, employees are more uncertain about their future than ever.¹

Today more than ever, companies are looking for ways to reduce expenses, maintain resources and improve productivity.

Unfortunately many companies are cutting back on health & wellness programs as they are viewed as non-essential.

This approach will cost companies in the way of employee retention

and motivation, from a result of stress, sickness and absenteeism.

“In order to make it through these tough times companies need to become more competitive than ever. We need to do more with less and we are expecting our employees to step up and become more productive”¹

So while organisations are looking to reduce spending, they also need to invest in human capital.

Image - Torcello Trio “London's Uncertain Post Credit-Crunch Dawn” (2008)

¹ J. Buckley - OpenHouse Direct Inc (2008)

*"Individuals bear their aspirations, burdens, skills and vulnerabilities to work. So in turn the working environment itself can be a major influence on their well-being"*²

Wellness programs at work are the best investment in the health, wellbeing and stability of your employees. And what starts out as a moderate up-front expense quickly becomes a positive ROI (Return on Investment).

Stats I

According to the latest AP/Yahoo poll. The number of people who say they are personally happy is at 59%, down from 70% in September. A third of those polled said their worried about losing their jobs. Half fear that they will be unable to keep up with mortgage payments and credit card bills. And 70% said their anxious that the value of their stocks and retirement benefits is down.

Stats II

The annual economic costs of sickness absence and worklessness associated with ill health are over £100 billion a year – greater than the current annual NHS budget. It is an unsustainable burden in a competitive global economy. Left unchecked, it will diminish the quality of life for individuals and families in Britain, undermining efforts to reach full employment and denying business the talent and contributions of a potential workforce it can ill afford to lose.²



So bottom line... companies can't afford for their employees to be sick and/or unproductive for 3-4 weeks at a time. In today's economy you need your employees to be at the top of their game at all times. *"You need to be more competitive than ever. You need a motivated, healthy and productive workforce during these tough economic times"*¹



Massage In The Work Place

“GOOD HEALTH IS GOOD BUSINESS”

Heavy stuff this economic crisis. Which is why the Shapez Athletic™ Corporate Massage service is:

- Functional • Professional • Cost Saving

Massage is a vital part of self wellbeing and has a continued positive effect as we work & play. Massage can boost immunity, helping fend off illness, meaning fewer days off work and sick leave. Thus reducing lost man hours. Helpful when managers are asked to produce more with fewer resources. Better decision making skills and performance are likely with improved focus and energy.

Don't forget massage also reduces stress *“Decreasing stress increases your immune cells”*³

Other benefits of Massage include:

- Boosts the immune system.
- Reduced anxiety.
- Improves energy levels and reduces fatigue.
- Improves concentration.
- Improves self-esteem.
- Better sleep.
- Reduces frequency of headaches.
- Increases circulation.
- Releases endorphins.

Image - Artist: Gansovsky Vladislav

³ Tiffany Field (PhD) director of the Touch Research Institute of the University Of Miami School Of Medicine



SHAPEZ ATHLETIC

**A Healthy Body Means
A Healthy Mine**

Research shows employees exhibit less stress and improved performance when given a 15-min. massage in the office twice a week.

A Shapez Athletic™ Corporate Massage can be used as an occasional "thank you" to staff, or as a regular wellness program. The results are immediate, cumulative, and appeal to everyone.

For further information about Shapez Athletic™ Corporate Massage please refer to the website (see opposite).

Further to that, you can contact Shapez Athletic™ for a booking or an information pack by email or telephone (see below).

- Ⓜ **www.shapezathletic.com**
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- ☎ **07835 643 650**
- 📘 **www.facebook.com/shapezathletic**

And if you don't see what you want, just let us know. Shapez Athletic™ are flexible to tailor made packages.

