

What is physical activity?

**How can our workforce help to get
people more active?**

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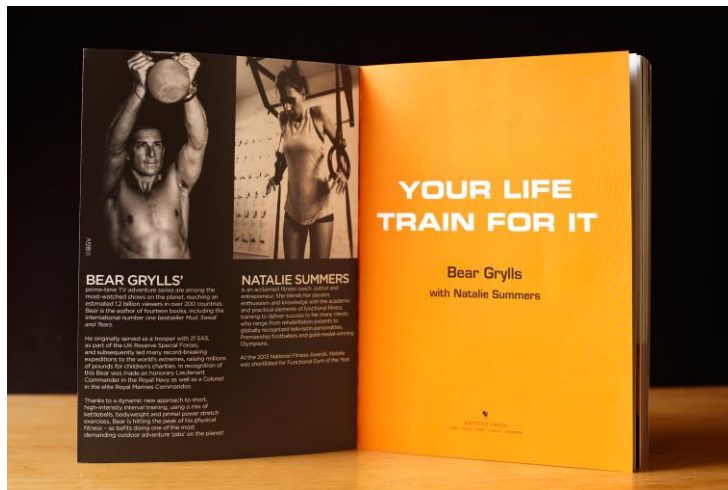
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About me

- Studio Owner Accomplish Fitness
- Mentor, Mindset and Fitness Coach
- Author of No 1 Best Seller book with Bear Grylls, Your Life Train For It.



Bear Grylls Fitness

Our epic multi-level training course is much more than just a workout. Designed around the way Bear keeps fit, it will give you enough struggle to develop the strength, flexibility and fitness to live your adventures to the max. It's the ultimate in functional fitness. Tip: the most important muscle to train is your effort muscle – the more you use it, the stronger it becomes.

DISCOVER



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Definition of Physical Activity

Physical activity is defined as any bodily movement produced by skeletal muscles that requires energy expenditure.

Physical inactivity has been identified as the fourth leading risk factor for global mortality causing an estimated 3.2 million deaths globally.'



Physical Activity - A PT's Perspective

- What it means to our clients:
 - Weight control, toned body, reduces heart disease etc.
 - More successful in their personal goals and work life.
 - **Energy levels increase.**
 - **They feel empowered.**



Physical Activity - A PT's Observations

- What does a PT observe:
 - Experience a higher satisfaction with life.
 - More successful in their personal goals and work life.
 - They are happier, productive and more confident.
 - Their relationship with physical activity changes over time.
 - The media's perception of physical activity elicits an emotional response in our clients.



In summary.....

The experience of physical activity is a good one and can create a healthier, happier and more productive individual



Encouraging Physical Activity

- Strategies to motivate people to be more active.
 - Sell the benefits.
 - Fear factor - the awareness of loss.
 - Remove the barriers.
 - Innovation projects – new technology etc.



Encouraging Physical Activity Cont'd

- Offer them an experience
 - Boutique fitness - 'entertrainers'
 - Location based - Ninja Warrior, trampoline parks.
- Find their true 'why'.

How does this relate to engaging with your workforce and creating a better customer experience?



**“Happier and healthier employees have
been shown to be more productive,
resilient and creative ”**

Headspace

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**‘Happier and healthier employees
reflect a companies positive
engagement with their workforce.’**

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**“A happier, healthier and engaged employee,
creates a more positive experience for your
customers.”**

Positivity is infectious.”

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Creating a happier, healthier employee for a more productive and creative workforce.

The Basics:

- Have a company ethos you believe in.
- Simplify your communication.
- Be an employer you want to work for.
- Offer employee development and incentive schemes.
- Give your employees a voice.
 - **Allow** your employees are your companies brand ambassadors.
 - Micro influencers on social media platforms.



Creating a happier, healthier employee for a more productive and creative workforce.

The non negotiable actions:

- Create a work experience, one an employee will want to repeat daily.
- Offer a kick ass wellness and empowerment program.
 - Physical activity and Mindset workshops.
 - Happiness in work rewards.
 - Make it progressive.
 - Be flexible.
 - Be kind.



Quick Recap.

- Physical Activity is good.
- Happy employees are engaged employees.
- Teach employees resilience.
- Create a unique, creative work culture.
- Be an employer you want to work for, can you see yourself doing this?
- Positivity is infectious.



“Imagination, kindness and creativity are talents that are all too often overlooked in the fitness industry”

Any questions?

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