

PRECOR ENCOURAGES EMPLOYEES TO EXERCISE



By Toni Krasicki



The latest research suggests that Australia's working environments are having a negative impact on the health and fitness of the population. A national survey* of over 1,100 Australians reveal that 51 per cent of workers either never take a lunch break or take one only sometimes. With 55.64 per cent of workers taking a break sitting at their desk, in the car or in the work lunchroom, it's little wonder Australians are spending too much time on their butts.

In the US companies such as Precor are redefining company culture and taking the health and wellness of their employees personally. Rob Barker, President of the exercise equipment giant says that 'The Precor mission is to help people live the lives they desire. As employees, we work hard every day to help our customers live their best lives, but we also strive to lead well-balanced and healthy lives.'

*Most of our employees don't even view

being active as 'exercise', they see physical activity as a fun part of their daily routine and a necessary activity that helps them enjoy other aspects of their lives.' Rob says that it's easy to be active in the Pacific Northwest as employees have access, even during the work week, to hiking, skiing and trail running. Alternatively, when the wet weather puts a damper on things, the Precor campus has three indoor fitness facilities available for employees to use.



Numerous studies have shown that being active produces many physical and mental benefits such as better sleep, stress relief and weight management. Precor is taking this research seriously and implementing it for the advancement of both the business and their employee's general wellness. 'For many of our employees, there's no better way to get around a work-related road block than by going for a run and taking time to think,' says Rob. 'Having the time to be physically active gives our employees 'me time' during a hectic work day and often leads to productive teamwork and problem solving.'



Whether staying active through 'traditional' fitness activities like running and strength training, or more adventurous pursuits like rock climbing and hiking, Rob says that his employees stay active year round. 'Many of our employees commute to work via bike, regardless of the season and during the summer months some employees participate in 'runch' (running lunch), as well as group hikes.' Both, says Rob are great ways to get outdoors, exercise and bond with co-workers, which is a great way to nurture friendships and for stress relief.

Rob is a firm believer that in order to

create the best fitness solutions on the market it's important that employees take a hands-on approach and by doing so can help identify any issues with or improvements needed with the products. 'Often our employees are the ones who suggest new features or design ideas because they are using our products, and our competitors' products, on a daily basis,' says Rob about why employees are encouraged to use their products.

Just as many Australian companies offer employee corporate rates for gym memberships, social team sports and in-house exercise classes, Precor also offers a variety of incentives and perks to encourage exercise outside the office. As part of the Amer Sports Corporation (the world's largest equipment manufacturer), Rob says that employees are offered generous discounts on equipment and active apparel from sister brands such as Sunto and Salomon as well as discounts on road races, gym memberships and Precor equipment.



So is allowing employees the time to exercise just about overall wellness? Rob says it's more than that; it's about creating a team that can take the business to the next level. And just like the planning, dedication and the teamwork that go in to preparing for a race or team sport, the same principles can directly apply to the professional work environment. 'Much of what we do

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in the office depends on an employees ability to work towards goals, practice good time management and planning skills, and of course being part of a team.'

*Survey undertaken by the organisers of the Australian Fitness & Health Expo. ▀

Rob says that Precor's culture is best summed up in the Precor creed:

- I desire a life without limits.***
- I believe fitness is key to living the life I desire.***
- I believe in the power of the human spirit.***
- I believe the human body is an amazing thing.***
- I believe tomorrow will be even better because of my actions today.***
- I believe in the importance of doing things right versus first.***
- I believe in mutual respect and the overwhelming returns of sharing.***
- I am the heart and soul of Precor.***