

# How to Motivate Employees to Exercise

by Melinda Gaines



Exercise is essential to maintaining good health, a balanced mood and overall well-being, and its role in our lives becomes more important as we grow older. It can be quite difficult for most employees to throw fitness into the mix while trying to tend to their work and home lives. However, there are a few things you can do to encourage your employees to exercise.

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## [1 Worst Carb After Age 50](#)

If you're over 50 and you eat this carb, you will never lose belly fat.

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## Gym Discounts

An easy way to nudge employees to exercise is to partner with a local gym or fitness center, ideally one close to your workplace. Simply contact prospective gyms via email, phone or physical mail letting the manager or owner know you'd like to refer your employees to their business in exchange for giving them a discount on membership fees. Not only will the gym you partner with increase its revenue, but you'll provide an extra incentive for your employees to start exercising regularly.

## On-Site Health Center

Having a health center complete with exercise equipment, healthy snacks and drinks would be the ultimate way to help your employees get active. It will take a significant amount of investment and a good deal of planning, but the benefits that you can potentially gain, including increased employee loyalty, less sick days taken and a discount on your company health insurance plan, may make this venture worth it.

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## **Encourage Exercise Groups**

If your company doesn't have the ability to develop an onsite gym for your employees, you can encourage them to join exercise groups instead. For instance, you could form a walking group that employees can join for a stroll during lunch hour, or start a weekend company volleyball team that meets at a nearby park. Such options will cost you little to no money, but they will still get more of your employees to exercise and get fit.

## **Workspace Flexibility**

One very easy way to get employees to exercise is by allowing them flexibility when it comes to their workspace. For example, letting your human resources manager sit on her balance ball instead of in her desk chair will help her strengthen and stabilize her core muscles, which is important to good health. Similarly, allowing your accountant to keep and use resistance tubes in his cubicle will allow him to get stronger and more toned during his break time. A 2011 study conducted by the Stanford School of Medicine shows that short bursts of exercise during the work day may increase efficacy and efficiency, so your company could gain significant benefits as well.

## **Contests**

Holding friendly contests can encourage your employees to exercise, as long as they are tactfully done and the prizes provide an attractive incentive for them to participate. Set a reasonable timeline for the contest, such as 90 days or four months, and have employees write their beginning weight on slips that you keep in a private area; there's no need to have them broadcast their weights publicly. At the end of the contest have everyone re-weigh themselves, hand in their results and you can then announce the total number of pounds that the winners lost, rather than their new weights.



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### **About the Author**

Melinda Gaines has been a freelance writer since 2006, with work appearing online for YellowPages and other websites. Her areas of expertise include business, beauty, fashion and sports. Gaines attended the University of Houston where she earned a Bachelor of Science in sport administration.

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