

Corporate Wellness Case Study: Plaza Copy and Imaging

Situation:

Plaza Copy and Imaging, an Orange County California based litigation support firm is looking for an employee retention/morale boosting program that will also serve as a wellness benefit for it's entire Southern California based team. The company is experiencing the highest employee turnover in its 10-year history.

Opportunity:

The opportunity was to create a motivational, team oriented and fun wellness program that would measurably improve the overall health and wellness of the Plaza employees while creating a culture change to one of teamwork and camaraderie.

Solution:

The Thomas J Miller Company delivered a 16-week comprehensive wellness program with emphasis on teamwork, accountability, motivation, compliance and sustainable healthy lifestyle changes. The program began with a thorough assessment including a health screen questionnaire, measurements of weight, percent of body fat, VO2 max, strength and flexibility.

The group of 40 were then divided into teams of 4 to 7 for the duration of the program. The team component was exploited by incorporating an incentive program that had the teams competing against each other for half days off with pay. One half day for each month the program was in use.

To maximize the team component and improve morale the only way to qualify as a team for the paid time off was for each member of the team to be in at least 90% compliance of the program. The compliance piece was facilitated through daily tracking via the Internet of the individual's participation. This created an overwhelming culture of no one left behind. All the members of the team were now fully invested in each others success.

In addition to the individual teams supporting all the team members there was a very healthy competition between the teams to be the team with the highest level of compliance. This furthered Plaza's goal of improving the culture and morale.

The program was supported by weekly on-site coaching sessions where participants were able to gain additional support from their coach while receiving lessons targeted at the different components of the 16-week program. The key elements of the program were centered on sound nutrition, increased strength and flexibility as well as sustainable healthy lifestyle changes.

Results:

In addition to the measurable improvement to the overall health and fitness of the 40 Plaza employees who participated in the program the shift in corporate culture far exceeded Plaza's goals and expectations.

The group had completely come together around their new commitment to a healthy lifestyle and as they embraced the changes in their individual fitness and nutritional programs they continued to hold each other accountable well after the programs official completion date. The intangible improvements to the morale were evident both in and around the break - room with conversations now focused around healthy food choices as well as creative ways to remain active while at work.

One team created a modified circuit-training workout using the companies parking structure as the workout environment. This allowed them to maximize their break time by getting in a full workout without wasting time traveling to a fitness center.

The end result for Plaza was they now had a significantly healthier and more productive workforce that had a true sense of teamwork and camaraderie. This served the company well in its overarching goal of improving employee retention.

“As we are continually faced with the challenge of keeping our health care premiums in line we also understand the need for increased productivity for the long term sustainability of our company. Those two factors combined with our commitment to our employees well being as well and to the environment in which they work has made working with The Thomas J Miller Company a win-win for both our employees as well as the company. The employees feel they are now coming to work everyday to an environment that is fun and where they are valued”.
David L. Vandygriff – Plaza Copy and Imaging – President and CEO