

WILD TRAINING

MONTHLY ARTICLE FROM JAMES GRIFFITHS
INDUSTRY INSIGHTS - EDUCATION - PERSONAL TRAINING



THIS MONTH'S FEATURES

**Corporate wellbeing
- the tick box
exercise**

**Finding the right
solution**

Our approach

UNHEALTHY BUSINESSES GET LEFT BEHIND

CAN YOUR BUSINESS AFFORD TO TAKE THE RISK?

Your workforces mental and physical health will have a defining impact on the performance of your business. A business that proactively nurtures its employees health is going to outperform their competition.

Reduced costs from absenteeism. Improved staff retention. Increased productivity. More energy to create new customers for your sales pipeline. Your employees will feel it. Your customers will feel it. Your bottom line will feel it.

Modern life has transformed what people need from a wellbeing strategy.

'THE CHALLENGE IS GETTING PEOPLE TO WANT TO CHANGE THEIR ROUTINE'.

The World Health Organisations advice of 75 minutes of vigorous exercise per week doesn't really cover the full picture.

There is a holistic need to help individuals manage things like stress, anxiety and sleep. This isn't going to be a single system solution.

Exercise, recovery, relaxation, nutrition, mindset. All delivered in a supportive, flexible way to maximise uptake and consistent engagement.

Finding the right solution isn't the real challenge. The real challenge is implementing it, or maybe a more accurate way of saying it is, 'the challenge is getting people to want to change their routine'.

If you give a gym membership or online fitness programme to staff for free, the uptake of that programme will be insignificant.

The biggest impact you will have on your businesses health is through helping people who don't already lead healthy lifestyles. Those people won't automatically engage.

So how do you take the lead and positively encourage staff to change their lives for the better?

Get a member of staff or management to implement a wellbeing strategy and report on it to create some accountability. This is something that creates extra work for them and it will feel so indirect to the businesses goals that the difficulty of getting staff to engage will leave them feeling demotivated and undervalued.

Corporate wellbeing has been around as an idea for a long time, but for a long time it's been a box ticking exercise.



Deliver some health and wellbeing programme for your staff or farm it out to a company that just generates discount codes for your staff to use on gyms and other services.

So why do we need to change this box ticking culture, and actually take some responsibility for the health of our staff.

"THE FACT IS YOUR BUSINESS CAN NOT AFFORD TO HAVE AN UNHEALTHY WORKFORCE".

- A happy workspace made people 12% more productive.
- University of Warwick.
- Every dollar invested in the intervention yielded \$6 in healthcare savings.
- Harvard business review.
- Back pain costs £10 billion for the UK economy.
- Pubmed.gov

If you allow your staff to suffer with their physical, mental or emotional health, you are forcing your working culture and the growth of your business to suffer.

Covid and the lockdown is going to have a lasting effect on how we work and live. If our work culture has changed, the way we approach health and wellbeing for our staff has to change as well.

Popular strategies we have seen implemented will not help enough of your staff, and won't impact your business in a meaningful way.

Providing a gym membership isn't going to help the majority of your staff. Roughly 15% of the UK uses a gym and on average they only use it once per week. That isn't going to have a big enough impact on the 15% that take up your gym membership offer, and the fact you aren't effectively supporting 85% of the workforce is a bigger issue.

Offering massage, yoga, circuit HIIT classes or a running club from your office is an expensive way to get a small percentage of your workforce into a healthier routine. Attendance will often be varied because of work pressures taking over, leading to some staff missing scheduled sessions.

'TEAM BUILDING EVENTS ARE GREAT, BUT TO CREATE A POWERFUL CHANGE IN CULTURE, SINGLE EVENTS DON'T HAVE A LASTING EFFECT'.

People need regular coaching. A continual positive routine which helps develop their mindset. This is better than sending them on a one day workshop, as consistency is what gives the individuals, and your business the greatest positive effect.

In a business a weight loss club can have a stigma and because of this the staff that would benefit most from support with their health will likely avoid these programmes.

The other issue with dealing with 'weight' is it is not the most powerful part of lifestyle health and shouldn't be the focus for an individual, or your business, when it comes to creating the greatest long term impact.



MINDSET

Adie Shariff is a Performance Psychologist with 25+ years experience. He has worked with James, Wild founder, as a personal training client & as a mentor. This content is something they are very excited to share to help you create practical change.

MIND YOUR MINDSET

Mindset Matters



The mindset of employees shapes how they engage with work.

You want people who have:

- *Energy and Focus* - **CAN DO ATTITUDE** rather than **CAN'T DO ATTITUDE**.
- *Resilience* - people who can handle pressure and keep a smile on their face.
- *Adaptability* - people able to embrace change. The Wild Training approach to exercise programming develops the above attributes through exercise.

The right solution for your business needs to:

- Efficiently achieve a 360 degree complete health approach. Physical, Mental, Emotional.
- Give individuals the flexibility to improve their health around the demands of their life.
- Be scalable so that it can deliver results regardless of how big or small or far reaching your business is.

'WILD TRAINING DELIVERS A NEW ERA IN THE HEALTH AND WELLBEING FOR YOUR STAFF'.



OUR SERVICE

Account manager - Your business's own Wild Training Champion. The accountability. The thing every other wellbeing programme is missing. A third party that cares about the health of your business.

Wild Plus - Streamed live workouts and lifestyle seminars your staff can watch and interact with by messenger to ask questions, or catch up with the videos after when staff have time to watch.

Wild Live - An interactive workout experience where we deliver both group exercise classes and personal training using the Facebook platform. We have invested in technology that delivers high quality video streaming that not only lets you see and hear the instructor, but our instructors can see and hear them. You now have an exciting way to energise your teams before big meetings.

Wild Online Workouts - Giving you access to a massive range of video content via the Wild X app or the wildonlineworkouts.com website. You can watch these videos anywhere, anytime.

15 minute video workouts, detailed coaching and nutrition guides. Comprehensive mindset coaching. Literally hit play and work out with us. This system builds exercise into a routine for people, and that consistency is what changes their mindset, not just their body.

360 DEGREE COMPLETE HEALTH APPROACH

Wild Training comprehensively delivers a full spectrum of fitness and wellbeing systems in a flexible way - to engage the most people in a consistent approach to improving their health.

'IT'S THE CONTINUAL CONTACT WHICH HELPS DEVELOP YOUR EMPLOYEES MINDSET. THIS IS BETTER THAN SENDING THEM ON A ONE DAY WORKSHOP, AS CONSISTENCY OF INTERACTION MAKES ALL THE DIFFERENCE AND GETS THE DESIRED RESULTS FOR YOUR STAFF AND YOUR BUSINESS'.

Mindset - Adie Shariff is a Performance Psychologist with 25+ years experience. He has worked with James, Wild Training founder, as a personal training client & as a mentor. This content is something we are very excited to share to help you and your staff create practical change.

Relaxation - Relaxation is more than just stopping. For many people in high stress routines relaxation does not work as a passive activity. We have a series of relaxation systems from understanding your breathing, visualisation techniques and guided meditation.

Meditation on its own is too big a jump for stressed people. Our coaches take you step by step through how to relax in a healthier way.

Work from home hacks - Now they have been taken out of creative, collaborative working environments there is a new need to help staff working from home stay energised and productive.



INTRODUCTION TO WILD X

Hear from the founder of Wild Training about why we created the Wild X app and how to get the most value from using it. This section also features how to warm up and cool down effectively for all of your workouts.

Wild Training delivers workouts that get the creative parts of the brain firing, systems that reinvigorate and re-energise. More than just how to set up a workstation to help with posture, but to help maintain positivity and focus.

Nutrition - For more than 10 years Wild Training has honed a simple way to get people seeing rapid results. This is key for motivation and long term engagement.

The 21 Day Wild Shred is that system. Daily bodyweight exercise programmes. Daily nutrition videos and all the most important guidelines to fuel your body to live a healthy life. The plan doesn't involve any hardcore calorie restrictions or short term cheat diets. The key things to prioritise. You will see and feel the results in 21 days, but what you learn will change the rest of your life for the better.

Flexibility - Our Body maintenance series is about optimising mobility, improving flexibility, rehabilitating common pains and specifically dealing with some of the most common problems we see like back pain. This coaching is another aspect of the Wild Training service that ensures what we do can benefit everyone at every level, no matter their background.

Exercise - There is no perfect exercise programme, and different personalities will enjoy different styles of training. Wild Training was founded on the idea of maximising power, endurance and control by using the most effective strength, bodyweight and sport systems.

There is no other training company in the world that delivers the diversity of workouts and the depth of programming detail that Wild Training delivers.



'PEOPLE THAT DO OUR TRAINING DON'T LIKE WILD TRAINING. THEY LOVE IT. WHEN YOU LOVE YOUR EXERCISE, IMPROVING YOUR HEALTH AND FITNESS IS AS EASY AS BREATHING'.