



How Corporate Wellness can help you attract & retain the best employees.

In today's competitive labour market most companies are not only faced with the challenge of recruiting the best, but also retaining the best.

A recent Monster Canada poll asked, "Given the labour shortage, what is your employer doing to try and keep you?" 82% reported "nothing at all," while only 9% chose "allowing for flexible scheduling and other work-life balance initiatives" and 8% chose "offering a pay raise."

In a second poll Monster asked, "Does your company offer corporate wellness programs such as fitness/nutritional coaching, gym memberships, training seminars etc.?" 68% replied "no, but I wish they did," while 20% chose "yes, and I really appreciate them." A mere 10% weren't interested in such a program.

This means that 88% of workers see great value in corporate wellness programs, even though only 20% of them have access to such services.

These days, many employees are just as concerned about quality of life as they are about the amount of money a position offers. So if you are offering any kind of workplace wellness programs, be sure to play them up. Fit employees are generally more motivated & productive, so emphasizing these benefits to potential candidates will help you attract top quality, motivated workers.

Don't forget to spread the word. If you are a forward thinking company who is offering workplace wellness programs, you should let it be known. Share this information on your company website, on your social media networks and include the info in the job posting.

Corporate Wellness programs can consist of many different things. From lunch & learns, wellness fairs, onsite wellness & fitness services (fitness classes, massage therapy, etc.), stretch breaks and on-line fitness challenges. The key is to understand the unique needs & wants of your workers and offer programs that will meet those needs & the needs of your corporation.

Offering employees a workplace wellness program will not only allow you to attract & retain top employees, it will improve employee productivity & motivation, minimize healthcare & WCB expenses and it will reduce recruitment costs by creating lower turnover rates.

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