

The Benefits of Corporate Memberships at GraniteWorks Gym

Enhancing Employee Wellness and Organizational Performance through Climbing

GraniteWorks Gym

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Phone: 603-212-5400

E-mail: info@graniteworksgym.com

Address: 310 Marlboro St.Suite # 123 Keene, NH 03431

Executive Summary

Why Invest in a Corporate Membership with GraniteWorks Gym?

GraniteWorks Gym offers a unique approach to workplace wellness through rock climbing and bouldering. Our corporate membership programs improve your employees' physical health, mental well-being, and team cohesion while also providing measurable financial benefits. Climbing is more than a workout; it's a collaborative, engaging activity that promotes resilience, reduces stress, and builds communication skills among employees. Here are some key savings metrics that illustrate the financial impact:

- **Reduced Health Care Costs:** Companies investing in wellness programs report a reduction in medical costs of up to \$3.27 per dollar spent, with potential savings of 10-15% on annual health care expenses. For a business spending \$500,000 on health premiums, this translates to annual savings of approximately \$50,000.
- **Decreased Absenteeism:** Physical activity programs can cut absenteeism by up to 27%. For a company of 100 employees, reducing absenteeism by just two days per employee per year can yield savings of \$40,000 in productivity.
- **Lower Turnover Costs:** Companies that invest in wellness programs experience a 25% reduction in turnover. For a company where each replacement costs \$10,000, this could save \$25,000 annually for a workforce of 100 employees.
- **Overall Return on Investment (ROI):** On average, companies see a return of \$5.81 for every dollar invested in wellness initiatives. A \$10,000 annual corporate membership investment with GraniteWorks Gym could yield potential savings of up to \$58,100 by year-end.

These financial benefits, coupled with improved employee wellness and satisfaction, make a corporate membership at GraniteWorks Gym a smart investment in both the health of your team and the financial health of your business.

Introduction

At GraniteWorks Gym, we are passionate about supporting both physical and mental well-being through bouldering and rock climbing. We believe your organization could significantly benefit from a corporate membership with us. Climbing is more than a sport; it's an opportunity for individuals to challenge themselves, improve fitness, and engage in team-building activities, all of which can enhance workplace satisfaction and productivity.

1. Health and Organizational Benefits

Improved Physical Health

Regular physical activity has a direct impact on employee health, reducing the incidence of chronic illnesses, including cardiovascular disease and diabetes, and decreasing the number of sick days taken. The CDC reports that "physically active employees are healthier, have fewer health care costs, and are more productive." Climbing is a full-body workout that enhances cardiovascular health, flexibility, strength, and endurance, offering a varied workout that's appealing to employees of all fitness levels.

Reference: Centers for Disease Control and Prevention (CDC). (2021). *Physical Activity in the Workplace*.

Enhanced Mental Health and Reduced Stress

Climbing has unique mental health benefits; it requires intense focus and problem-solving, providing a break from the stresses of everyday life and allowing climbers to build resilience. Studies have shown that physical activity reduces levels of cortisol, a stress hormone, and can alleviate symptoms of anxiety and depression. A study published in *Frontiers in Psychology* in 2018 found that climbing specifically led to improved mood and reduced stress for participants.

Reference: Stelzer, E. M., et al. (2018). *Effectiveness of Climbing in the Treatment of Depression*. *Frontiers in Psychology*, 9.

Boosted Productivity and Reduced Absenteeism

When employees are healthier and less stressed, they're more productive. According to a study by the World Health Organization (WHO), workplace physical activity programs can lead to an average 27% reduction in sick leave and a 26% reduction in health care costs for companies, directly improving the bottom line. By providing your employees with access to GraniteWorks Gym, they'll have an outlet to stay healthy, focused, and productive.

Reference: World Health Organization (WHO). (2010). *Global Recommendations on Physical Activity for Health*.

Strengthened Team Cohesion and Morale

Corporate memberships at GraniteWorks Gym can foster stronger team dynamics and communication. Climbing is inherently collaborative, as climbers often support and encourage one another through challenging routes, making it a natural team-building activity. Research has shown that shared physical activities improve group cohesion, which can increase job satisfaction and reduce turnover rates. A meta-analysis published in the *Journal of Occupational Health Psychology* found that teams engaging in shared physical activities saw improvements in workplace morale and communication.

Reference: Toker, S., et al. (2012). *Effect of Physical Activity on Work Stress and Job Satisfaction*. Journal of Occupational Health Psychology, 17(4).

2. Positive Impact on the Bottom Line

Providing employees with access to a gym facility like GraniteWorks Gym can create significant financial advantages for your business. Research consistently shows that companies investing in employee wellness programs can see reductions in health care costs, absenteeism, and turnover rates, all of which contribute to the bottom line.

Reduced Health Care Costs

Healthy employees incur lower health care expenses. By offering a corporate membership, your organization can decrease health-related costs by preventing chronic conditions such as obesity, cardiovascular disease, and stress-related illnesses. A study by Harvard Business Review found that employers implementing wellness programs can expect a reduction in medical costs of about \$3.27 for every dollar spent on wellness initiatives. These savings can add up, potentially reducing annual health care expenditures by 10-15% over time.

Example: For a company spending \$500,000 annually on health insurance premiums, a 10% reduction could yield savings of approximately \$50,000 each year.

Reference: Baicker, K., et al. (2010). *Workplace Wellness Programs Can Generate Savings*. Health Affairs, 29(2).

Reduced Absenteeism and Improved Productivity

Healthier employees take fewer sick days. Studies by the World Health Organization (WHO) indicate that workplace wellness programs can reduce absenteeism by as much as 27%. Climbing's positive impact on mental health and stress reduction can further contribute to reduced absenteeism, allowing employees to perform at their best.

Example: If your company has 100 employees and each employee's absenteeism is reduced by an average of 2 days per year due to improved health, with an average daily wage of \$200, the company could save an additional \$40,000 in lost productivity each year.

Reference: World Health Organization (WHO). (2010). *Global Recommendations on Physical Activity for Health*.

Increased Employee Retention and Reduced Turnover Costs

A well-being-focused workplace can improve job satisfaction and reduce turnover rates. Replacing employees is costly; it's estimated that turnover costs can range from 50% to 200% of an employee's annual salary. According to the Society for Human Resource Management (SHRM), wellness programs help increase employee loyalty and satisfaction, which can reduce turnover by up to 25%.

Example: If your company typically experiences a 10% turnover rate, reducing this

by 25% could save substantial recruitment and training expenses. For instance, if replacing an employee costs \$10,000 on average, a 25% reduction could save \$25,000 annually for a team of 100 employees.

Reference: Society for Human Resource Management (SHRM). (2019). The Business Case for Employee Wellness Programs.

3. Membership Benefits

A corporate membership at GraniteWorks Gym offers employees unlimited access to our facility, including group classes, training sessions, and climbing events. This access allows employees to enjoy the health and mental benefits of regular climbing sessions without personal financial investment. We're also happy to provide customizable programs tailored to your team's specific needs.

Conclusion

Investing in a corporate membership at GraniteWorks Gym is not just an investment in employee wellness; it's an investment in the success of your organization. Healthier, happier employees mean a more productive workplace with lower health care costs and higher team morale.

We would be delighted to discuss this opportunity further and explore ways to tailor the membership to best suit your organization's goals.

Thank you for considering this partnership, and we look forward to helping your team reach new heights—literally and figuratively!

References

1. Centers for Disease Control and Prevention (CDC). (2021). *Physical Activity in the Workplace*.
2. Stelzer, E. M., et al. (2018). *Effectiveness of Climbing in the Treatment of Depression*. *Frontiers in Psychology*, 9.
3. World Health Organization (WHO). (2010). *Global Recommendations on Physical Activity for Health*.
4. Baicker, K., et al. (2010). *Workplace Wellness Programs Can Generate Savings*. *Health Affairs*, 29(2).
5. Society for Human Resource Management (SHRM). (2019). *The Business Case for Employee Wellness Programs*.