



David Fairlamb

THE FIT FACTOR

FITNESS TIP

Make a positive move to help your employees exercise. Work together to hit specific targets or invest in our corporate packages which are helping so many companies throughout the North East.

LIFESTYLE CHANGE

Are your staff in an environment where they are surrounded by junk food, sugary drinks and processed food. Surely its time to make healthier choices available for employees. Not sure where to start? seek professional advice.

Don't miss David's tips every Saturday in your Journal

RESearch suggests being inactive could be more dangerous for your health than being obese.

The research by Glasgow University tracked more than 150,000 adults for five years and shows that people who cycle to work are far less likely to die prematurely than slim people who take the car.

In fact it showed they had a 32% raised chance of mortality compared to cyclists or walkers of normal weight.

Of course those who had the greatest risk were obese commuters who travelled to work by car with the highest likelihood of early death. Researchers said the findings should encourage overweight commuters to get on their bikes.

With two in three adults in England overweight or obese we really do need to take these stats very seriously. It's not just what you see on the outside, it's about your health and wellbeing and steps you as an individual need, or want to take to improve them.

Many employers are fully aware of the positive impact on their business

when their staff are engaged in a healthier lifestyle.

My corporate health and wellness packages including motivational talks, food analysis and body composition reading plus regular exercise within the workplace are hugely popular and have transformed business' employees both physically and mentally.

The regular body composition readings and food analysis means they are constantly engaged and accountable.

Here is what Greg Kirkbride, the general manager of Flowserve, who are one of our clients based at Team Valley in Gateshead, describing the impact it has had on his employees:

"In a short period of time, the David Fairlamb Fitness team have made a significant impact on the health and

wellbeing of my team at Flowserve.

"From a team who, in the main, did not exercise regularly or have a healthy diet and lifestyle, we now have a team who exercise at least weekly at the on-site Boot Camp and additionally have made improvements to their diets, exercise regimes and lifestyle outside work too.

"The impact is noticeable, we now have a team who are more energized, healthier and make informed choices in their lifestyle.

"The atmosphere within the business has also been through a transformation and the support, communication, commitment and encouragement amongst colleagues has enabled the team ethos to strengthen and grow.

"Overall, the input of the body stats, boot camp, one-to-one discussion on healthy choices delivered by David and his team was one of the best actions our business took last year."

Flowserve have engaged fully into health and wellbeing for their staff and are seeing the positive effects throughout their team, it would be good to see other companies follow their example.

Your goals don't care about your problems

Motivational quote of the day

> David Fairlamb delivering a motivational talk

