

Improving Productivity In A Downturn

With the global marketplace in the grip of an economic recession organisations face the financial imperative to prune excess expenditure and firm up key revenue streams. Another must-have strategy is the management and motivation of the workforce in order to maintain or improve productivity.

Is it just co-incidence that investments made into the health of employees are a growing phenomenon worldwide, despite the current economic situation? The reason is the continuing growth of measurable benefits, particularly when it comes to productivity.

We know that healthy employees are more productive on a day-to-day basis. Australian research shows that employees in 'good health' are up to 42% more productive than those in 'poor health' (that's more than 2 days per week!). The impact is also significant for absence with those employees in 'good health' absent on average 2.8 days p.a compared to 8.8 days p.a for those in 'poor health'. Likewise job satisfaction is also affected, with employees in 'poor health' 8.5 times more likely to have poor job satisfaction than those in 'good health'.

We know that in times of uncertainty health and wellbeing status can be dramatically affected which in turn has negative performance implications e.g. increased stress levels resulting from insecurity in the job market, financial concerns or the general environment of change causes productivity losses. By investing in the health and wellbeing of employees, organisations facilitate improved resilience through difficult times, and get the business 'in shape' ready for the upturn.

So with this in mind many forward-thinking organisations are making targeted investments in measurable health interventions which are providing a dramatic boost to bottom line performance - creating an average return of \$6.2 for every \$1 invested through increased productivity and reduced absence. This in itself proves that ensuring your working population is as healthy as possible isn't just a soft 'fluffy' spend, it makes good business sense.

To find out more about Springboard's proven health behaviour change programs and absence-reduction strategies please contact us on 1300 788 690 or email at info@springboardhp.com.au.

