

New Corporate Wellness Model Increases your Profits

BY MARY SAVAGE

At a young age, Colette Baser was like most kids. At lunch, she gobbled her cookies and threw out her apples. Her parents loved to hike; she hated it.

But due to this early exposure and continuous learning, Baser is now a wholefoods junkie, hiking enthusiast and two years ago she opened Boomerang Workplace Wellness.

Baser started Boomerang because she saw an opportunity to work with companies to improve their bottom line by creating a healthy workplace culture. Boomerang offers a unique solution and a powerful diagnostic tool to optimally develop solutions for each particular workplace which pay dividends in improved health, morale and productivity of workers. The diagnostic is based on seven dimensions of wellness.

These dimensions combine environmental, physical, spiritual, social, financial, medical and emotional. They are not as literal as one may think, for example, the physical dimension looks at the physical elements of the



Colette Baser, founder & wellness director.

body and the workplace. The spiritual dimension looks at meaning and purpose in the workplace; religion is not the focus.

"I have always looked at the bigger picture because all of these areas are intertwined and work together to create whole health," asserts Baser.

Many companies realize they should be doing more to improve their health programs, but it is a little overwhelming for most. "Businesses know that healthy workplaces improve the bottom line, but they don't know where to start. They need a framework to help them get started and a team to execute a plan," adds Baser. "The resources and expertise we offer spans far beyond the 'lunch-and-learn' concept."

Baser completes the diagnostic with management/employees to get a snapshot of the workplace wellness in the current environment and to understand the goals of where they want to be in the future. The results form a checklist of what enhancements can be made in order to improve the culture.

"If employees have always enjoyed 'Pizza Fridays' it doesn't mean they have to give up their pizza! A simple suggestion could be adding a fruit salad or ordering pizza on wholewheat crust," explains Baser. "Foods that the company provides should enhance health and support productivity, not cause an energy crash," adds Baser.

When it comes to knowledge and expertise, the Boomerang team packs a hearty punch! These health and wellness professionals will help employees improve everything from fitness and nutrition to finances, communication and environmental responsibility. The team also includes professionals in naturopathic medicine, meditation and emotional health.

"Our team members are well experienced and highly regarded educators in their fields," remarks Baser. "The goals and passion of our team are to educate, motivate and engage the employees. In doing this, the employer will start to realize the potential returns – daily in the workplace and annually on the balance sheet."

If you are a company (in any industry) that struggles with lost revenues, employee morale, high turnover and unproductive staff, then it is time you looked at supporting the health of your most important asset – your employees. To find out how your business can benefit from the team of professionals at Boomerang Workplace Wellness, call 403.270.7487 or visit them online at www.boomerangwellness.ca.

