

Proposal: Implementing Lunchtime Workout Groups for XYZ Corporation

FROM: Tom Thibodeau, Technical Writer, XYZ Corporation

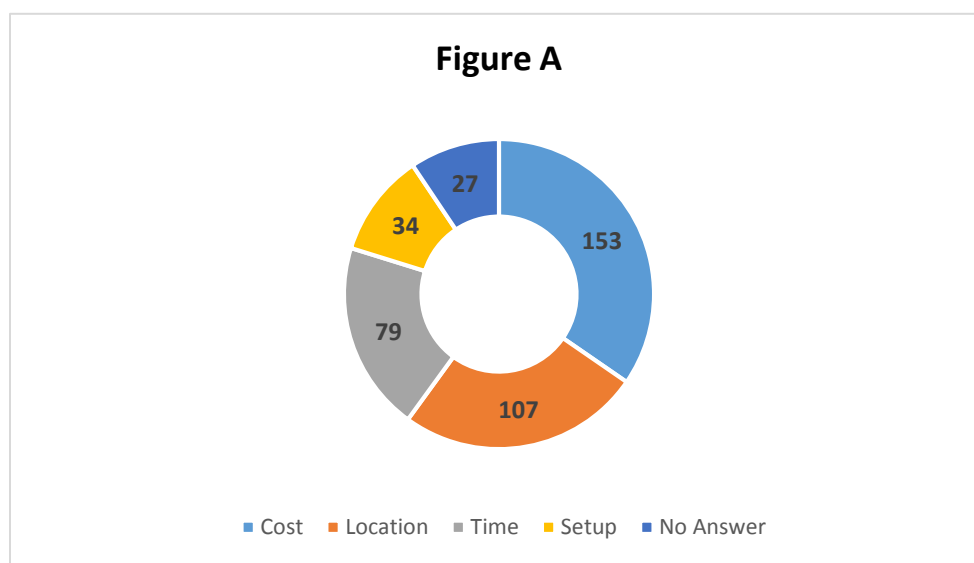
TO: Joe Smith, Technical Supervisor, XYZ Corporation
Dave Wallace, CEO, XYZ Corporation

DATE: June 23, 2020

Introduction

In a recent survey, our 400 assembly line staff were asked to rate their workload demand on a scale of 1 to 10. Responses to the survey show that demand is at a 7.5 out of 10 (highly demanding). As a result, employees have been showing signs of decreased morale and lower energy, which is affecting productivity. I have investigated the feasibility of implementing lunchtime workout groups to aid our employees and resolve workflow issues. Of all options I researched, workout groups would be our most convenient and cost-effective option.

In order to determine the best method of implementing workout groups, staff received a second short survey with a list of 4 factors (cost, location, time, and setup). They were asked to rate each factor from most to least impactful, respectively. As shown in **Figure A**, staff selected cost and location as the two most significant factors. Of all options I researched, onsite workout groups require staff to invest the least amount of time and money. Workouts would consist of cardio and body weight only, scaled to varying levels to accommodate all staff members. I recommend implementing 30 minute lunchtime workout groups in the warehouse's loading area, which is empty during the lunch hour. I propose groups meet from 12:00 to 12:30 p.m. for half of the lunch hour, allowing ample time for setup and breakdown of workout equipment.



Logistics

I reached out to local businesses during the vast majority of this process’ research stage, to determine the logistics. Additionally, I consulted several online resources for supplemental information.

I researched several options: forming an intramural sports league, health club memberships, building an onsite workout room, conducting nutrition workshops, and lunchtime workout groups. Several criteria were used to determine the time and money required to properly implement. As shown in **Figure B**, onsite workout groups will meet all criteria if implemented properly.

I recommend having two workout groups available every day, 5 days per week. Workout groups would be limited to a maximum of 30 employees. Thus, there would be room for 300 employees to join a workout group every week.

I spoke with one of the loading dock workers, Gary Smith, who has agreed to lead group workouts. Gary is in the process of getting his Fitness Trainer Certification, and believes that leading the workouts would give him exposure to new clients as well as training experience. XYZ Corp is unable to offer him monetary compensation, as doing so would create a conflict of interest. However, Gary is willing to commit to the plan pro bono. I was also able to recruit two of Gary’s classmates, Shaun and Kim, to assist with workouts. Shaun and Kim also agreed a pro bono arrangement, as they are interested in exposure and training experience as well. See **Figure C** for proposed workout schedule.

Figure B

	Workout Groups	Club Membership	Workout Room	Nutrition Workshops	Intramural Sports
Onsite?	Yes	No	Yes	Yes	No
Pay for specialist services?	No	No	Yes	Yes	No
Employee annual cost <\$100	Yes	Yes	Yes	Yes	No
XYZ annual cost <\$10,000?	Yes	No	No	Yes	Yes
Additional time commitment?	No	Yes	Yes	No	Yes

Figure C

	Gary	Shaun	Kim
Monday	X	X	
Tuesday		X	X
Wednesday	X		X
Thursday	X	X	
Friday		X	X

Cost

While researching the potential cost for each option, I was able to determine which option(s) would be feasible based on monthly and yearly cost. Below, I have included a summary of my research and conclusions.

WORKOUT ROOM

I reached out to local construction companies to determine the least costly option to build an attached 400 square foot workout room at the company warehouse. I received several quotes, the cheapest of which is for a 6 month construction project at \$60,000. The quote includes materials and labor, without factoring in equipment costs. I dismissed this option as it is too costly and would require too much time to complete.

CLUB MEMBERSHIP

I consulted with several local fitness centers, including Iron Ox Fitness. Their general manager was able to provide a quote for reduced membership fees: \$5 off their standard \$39 monthly membership. Total cost for our 400 staff would total \$13,600 for the year. While it would be significantly less costly than building a workout room, it does still require a substantial monetary investment. Additionally, based on the data presented in [Figure A](#), employees may be unlikely to use their memberships due to time constraints.

NUTRITION WORKSHOP / WORKOUT GROUPS

The most affordable option for nutrition workshops was quoted by Complete Nutrition Associates, a local supplement and nutritionist chain. They have a staff nutritionist, Jared, who is available to conduct monthly nutrition seminars onsite at the warehouse. Jared quoted his services at \$200 for a 1-hour monthly seminar, which would total \$2,400 over 12 months.

As stated in the Introduction section of this report, implementing workout groups would not require XYZ Corp to hire a professional instructor or to purchase expensive equipment. Additionally, we

could use funds from our materials budget to purchase 60" x 25" workout mats on Amazon at \$1.99/each. I propose purchasing 400 mats, for a one-time total of \$796. There will be ample room for workout groups if mats are spread out 3 feet apart on each side.

Referring back to [Figure A](#), nutrition workshops and workout groups are the two most feasible options, in terms of meeting criteria. Nutrition workshops meet 4/5 criteria, however workout groups meet 5/5 criteria.

Time Frame

Q: When can Gary, Shaun, and Kim start?

A: They can be available with one month's notice. Thus, I recommend giving them notice as soon as funding is approved.

Q: How soon can the mats be delivered?

A: Amazon offers 2-day shipping, with estimated arrival 4 days after purchase.

Q: How long will it take to setup a class?

A: Gary, Shaun, and Kim have all agreed to arrive 15 minutes before their assigned workout(s). Employees will be encouraged to arrive early as well, as their instructor will provide them with a workout mat. Once an employee receives their mat, it is theirs to keep and bring to future classes.

Q: How soon can the funding be approved?

A: XYZ Corp's only expense will be the workout mats, which total \$796 if purchased for all 400 employees. Most purchases under \$1,000 are typically approved and funded within 5 business days.

Q: In what order should steps be completed to fund and implement the workout groups?

A: Please refer to the short list on the following page.

IMPLEMENTATION SCHEDULE

Week one

Day 1

Ask for approval from Joe Smith and XYZ Corp's CEO to fund.

Day 5

Funding is approved.

Provide Gary, Shaun, and Kim 30 days' notice. Coordinate schedules with all 3 instructors. Refer back to [Figure C](#) as needed.

Week two

Day 8

Order 400 mats on Amazon.

Day 12

Mats scheduled arrival date.

Week six

Day 35

Date instructors are ready to start.

Day 35-40

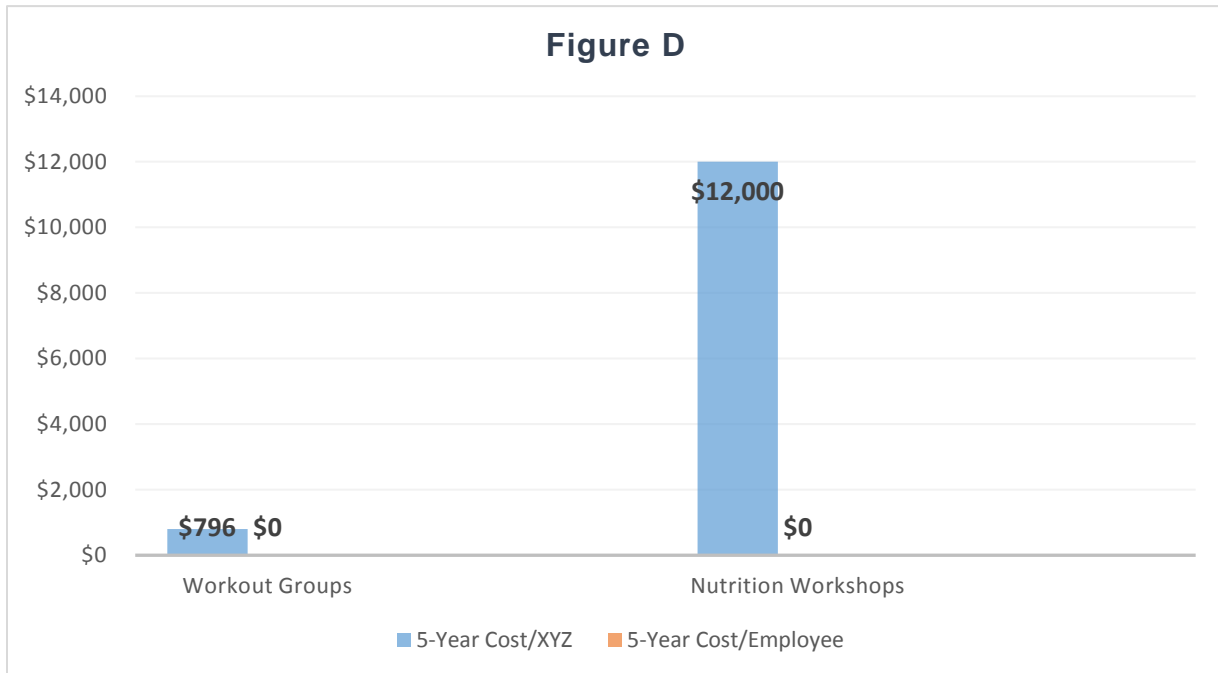
5 day cushion to complete any unfinished tasks, finalize action items, allow employees to sign up for workout groups, etc.

Day 40

If this date falls on a Monday, workout classes will begin. If not, start first workout on following Monday.

Conclusion

While I closely analyzed the feasibility of every potential option, workout groups appear to be the superior choice. I weighed the factors for all options and concluded that implementing workout groups is the best option for the cost. For context, **Figure D** below presents a 5-year cost analysis between nutrition workshops and workout groups.



Nutrition workshops and workout groups are both excellent options for empowering and educating our employees. However, workout groups are far more cost effective, and will not require employees to commit any additional time outside of normal working hours.

I recommend implementing lunchtime workout groups.