

case

# 2

“NABalance” – an exemplary project with pleasing side effects.

A man in a dark suit, light blue shirt, and striped tie stands next to a whiteboard. He is holding a blue marker in his right hand and pointing towards the whiteboard with his left hand. The whiteboard has a hand-drawn diagram in blue ink. The diagram consists of several interconnected shapes and lines, including a large rounded rectangle at the top, a smaller rectangle below it, and a larger rounded rectangle at the bottom. There are also some smaller shapes and lines scattered around, suggesting a complex process or system. The background is a blurred office setting with other people's heads visible in the foreground.

Patrick Stäubli, our expert for promoting exercise in action at NAB

# Today everyone is benefiting from the promotion of health: employees, Neue Aargauer Bank AG – and bank customers.

Around 22.3% of all workers in Europe suffer from stress in the workplace. The State Secretariat for Economic Affairs estimates that in Switzerland heart and circulation illnesses due to stress in the workplace result in costs of around CHF 620 million. According to Neue Aargauer Bank AG (NAB) it was not least of all due to such figures that they were convinced it was worth investing in the health of employees.

## **Green light for fit im job at “NABalance”**

“We take changes in society seriously and therefore deal with these – in the interest of employees and the company. Among other things with themes such as ‘work-life balance’ or ‘compatibility of family and career’. ”With the HR strategy goals in mind, NAB assigned fit im job the task in 2006 of developing a lasting, medium-term concept to promote health with overriding goals: internally, to demonstrate the appreciation of employees, and externally, to improve the company’s attractiveness as an employer.

## **Good becomes better**

The measurable state of employees’ health was estimated to be “good”; there were hardly any industrial accidents and few non-industrial accidents. With increasing focus on performance, the pressure on each individual employee was increasing continuously. As a responsible employer, with the health promotion project NAB wanted to demonstrate ways and provide the employees with tools so that they could cope with the challenges with the mind and body in a state of well-being. NAB stuck to its intention to press ahead with health promotion.

## **Great steps on the road**

Research shows that the success of a health programme is significantly influenced by the behaviour of managers and supervisors, the official launch of the “NABalance” project therefore took place at the NAB Management Forum in May. And the starting signal for the fit im job roadshows at all branches was then given in August. That made it possible for our coaches to motivate the employees to participate in the healthReport® survey of September. With a sensational result: 78% feedback – of the 906 who received the survey, 706 completed and returned it.



Measure 1 for workplace health promotion: All health-related activities take place under one label, so that these have a “face”, and therefore obtain greater acceptance.



“Many employees were no longer managing to recharge their batteries.”

Jeannette Rennhard, Human Resources Manager,  
Neue Aargauer Bank

## With the healthReport® the right places for starting improvements are identified.

14

70,9%

were prepared to exercise regularly if they felt more energetic from doing so

47%

suffer from stress symptoms

47,2%

want a better life-work balance

51,7%

do not drink enough water

78%

practice hardly any relaxation techniques

33,3%

are prevented from doing an evening exercise programme due to tiredness

50%

suffer from tiredness in the afternoon

### Starting position based on the results of the survey

The results from our 'healthReport®' were typical for a company such as NAB; the work-life balance was not right for many employees, followed in second place by exercise and nutritional problems. The main potential for improving behaviour lay clearly in how to cope with stress and relaxation. A further finding, which was a common thread in all survey modules, was the potential to change behaviour in relation to performance and stress management.

### Needs-based events

In this way the measures were ideally geared towards what was needed. As well as the 'exercise & nutrition management' and 'relaxation & sleep management' seminar modules, the 'health portal – fitimjob-online®' was launched, snack machines were supplemented with healthy products, and Apple Day, mid-day sport, water jug, water glass and “walk & talk with the CEO” were launched.

### Exercise & nutrition management

The module 'exercise & nutrition management' with its high practical relevance shows how even minimal changes in behaviour with regard to exercise and nutrition improve the balance within the “magic triangle” (private environment – professional environment – health factors).



## Be indulgent – in consuming water

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### **Relaxation & sleep management**

With the individual solution-oriented 'relaxation & sleep management' the participants learn how to systematically deal with pressure and stress and which relaxation measures particularly appeal to them.

### **The interactive health portal**

The participants were also supported via an online portal by fit im job. From figure control to 'micropause®' with 'trinktimer®' the modules can be put together in line with what is needed.

### **“NABalance” is still making a difference after three years**

NABalance represents an exemplary project which has been implemented consistently over three years – and today it is also used by NAB to provide it with an additional USP in the job market.

The changes in behaviour achieved for each course are, based on the results of a first and second check, recorded in a sustainability report. However, the survey of mid-2007 already revealed some interesting developments, such as the fact that over 30% of the employees regularly drank water. There were noticeably less absenteeism, increased productivity and commitment and an improvement in the quality of service (according to customer surveys). As well as these measurable benefits, there was also a noticeable improvement in employees' enthusiasm for life and work, which had a positive impact on communication and the working environment. These are considerable success factors for NAB. It was not least of all due to this that NABalance was described as a “model of good practice” at the HR Swiss Congress 2008.



### **Unternehmen**

Neue Aargauer Bank AG

### **Number of participants**

917 employees

### **Starting position**

In 2006 the Neue Aargauer Bank decided to invest in a sustainable workplace health promotion programme in order to provide the employees with additional support – and to be seen with this USP as an employer with that little bit extra.

### **fit im job solution**

- healthReport®
- Kick-offs
- Exercise & nutrition management
- Relaxation & sleep management
- Health portal – fitimjob-online®

### **Result**

As well as measurable benefits such as an enormous increase in water consumption, increased productivity and quality of service, there was also a considerable improvement in the employees' enthusiasm for life and work.