

Every step counts... take the stairs.

(Lift sign in the branches of
Neue Aargauer Bank AG)



Small steps for the employees – a giant leap for the company.

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The exemplary WHP programme of Neue Aargauer Bank AG presented in Case 1 with measures such as health surveys, seminars and an interactive portal including the PC break programme micropause® and the PC reminder programme trinktimer® was rounded off with events such as the pedometer® event for a better work-life balance of employees..

A pedometer event represents one of the most effective health programmes, because walking is the most natural form of exercise. 10,000 steps per day result in a verifiable improvement in metabolic fitness, a reduction in heart and circulation risks, better concentration, increased stamina and stress resistance, more peaceful sleep and less anxiety and depression. The event had to reach as many employees as possible, therefore it had to be above all attractive. Apparently the only thing that was unmoveable was the pedometer.



expedition
«everbest»

The scenario: “everbest” expedition

In view of the high goals, NAB and fit im job jointly developed with creativity and technical know-how a virtual climb of Mount Everest: expedition “everbest” – this event offered pure attraction thanks to its playful character and the creation of virtual rope teams and pseudonyms such as “Yeti 01” or “Sherpa Tensing”.

Hundreds of bank employees want to go higher

Over 300 employees set off on the virtual path to Mount Everest. The event might not have required a pickaxe or rope, but for 40 days it did require some physical exertion. Everyone entered the number of steps they had taken daily into a programme which calculated their effort and showed where they were currently located. The expedition “everbest” slowly cast its spell. “Some people spurred each other on. Others suddenly went for walks, even though they had never done so before.” And the proud result: A total of 68,359,405 steps – more than one time around the world.



case 12



Example of an "expedition everbest" location indicator:

- personal position (red) = 367,869 steps
- current leader (blue) = 650,768 steps
- average (yellow) = 206,874 steps

Without having to do a lot

With the physical activity the productivity of the employees rises – and the quality of their work rises at the same pace. But above all there was a verifiable improvement in stress resistance, work-life balance and the feeling of togetherness among the employees – priceless.

Such an event is not time-consuming and expensive for the company's managers. The fit im job "ready to go" complete service from delivery to support includes the setting up and provision of the online portal, a promotion package with flyers, posters, stickers, high-quality pedometers for the whole workforce and, optionally, the company logo printed on everything and an introductory lecture.



Company

Neue Aargauer Bank AG

Number of participants

300 employees

Starting position

Achieve exercise in everyday life with as many employees as possible.

fit im job solution

Pedometer event – pedometer®

Result

Verifiable improvement in stress resistance, work-life balance and feeling of togetherness.