



CORPORATE REFLEXOLOGY

The Problem

- Present day demands on business are putting employers and employees under a tremendous amount of pressure. Mental health is now the largest cause of absences from work.
- Workplace stress is costing the Australian economy \$14.81 billion a year: <http://www.medibank.com.au/client/documents/pdfs/the-cost-of-workplace-stress.pdf>
- Stress related presenteeism and absenteeism are directly costing Australian employers \$10.11 billion a year.
- 3.2 days per worker are lost each year through workplace stress.
- Safe Work Australia has produced figures showing that workers with a job-related mental disorder take an average of 10.8 weeks off a year.

The effects of stress at work

- Substantially reduced efficiency and accuracy of work produced
- Reduced performance in physical tasks
- Negative effect on abstract planning, decision-making and creativity
- Tiredness and irritability
- Weakening of the immune system and the development of physical illness

How can Reflexology benefit your company?

- On average six working days of productivity are lost per year per employee due to presenteeism (when employees come to work in spite of illness)
- Many companies are now recognising the need for a 'stress management policy' and an 'employee stress management programme'.
- Some businesses in this, and other countries now involve Complementary therapists in the maintenance of well being amongst their workforce, yielding some impressive results.
- By making treatments available to staff, management can significantly reduce absenteeism, increase productivity, increase morale and create integrated communications with other staff and customers – thereby cutting costs and increasing profits.

This service is a way to:

- Reward staff and clients,
- Staff with poor sickness record may benefit from reflexology rather than the additional stress of disciplinary action,
- Improve staff work rate (and make them feel good),
- Keeps delegates fresh, enthusiastic and motivated during conferences, training workshops and corporate entertainments.

Success Stories

<http://www.reflexologyresearch.net/300StudiesCitations.shtml>

- **Odense Post Office** in **Denmark** have employed full time **Reflexologists** since 1990 and report **savings around £100,000 a year** due to a 13.3% reduction in sickness and absenteeism.
- **SAS Cargo** estimate a financial **saving of £2000 a month** when employees receive **Reflexology**.
- **Ishoj Municipal Health Department** recorded **2,499 fewer sick hours** over a 6 month period in which employees received **Reflexology**, giving a **saving of £21,490**
- **Fonss and Hove**, Solicitors in Kolding, found that employees receiving treatment showed greater motivation and enhanced working ability. After a 4 year period, the need for treatments declined because of minimal sickness and absenteeism
- Companies in the UK are now beginning to follow suit by offering **Reflexology and other holistic therapies** to their staff.
- These organisations include -: multi-nationals; city councils; oil companies; football teams; Entertainment venues; supermarket chains and department stores; computer firms; a dance company; a fire station; schools; hospitals and many small businesses.

Other benefits include:-

- Increased morale, job satisfaction & loyalty of employees
- Enhanced concentration, efficiency and accuracy.
- Improved creativity, planning and decision making.
- The ability of staff to cope more effectively under pressure.
- Provides Quality "TIME OUT" so that work/life Balance can be reassessed.
- Speedy recovery and return to work after illness, accident or surgery etc.
- Enhanced staff resilience and resistance to infection and disease.
- Improves relationships amongst staff and between staff and management

- Provides pain relief for stress-related conditions, such as headaches, migraine etc

How can Reflexology be used in your organisation?

Options include :-

- Treatment could be offered in the workplace.
- Subsidised treatment offered to the workforce.
- Working times made flexible so that employees can attend during working hours.
- By simply increasing **employees' awareness** of the benefits of Reflexology.
- By **running Stress Busting workshops** during lunch hours, at the end of the day or even at weekends.
- By **providing introductory courses** where employees can learn how to give each other treatments.

Prices

- The corporate rate is \$100 per hour per therapist. There can be flexibility with the number of clients treated during an hour, usually 3 x 20 min, or 2 x 30 min treatments, depending on the customer requirements
- There would also be a travel cost for each therapist that attends.
- Each Reflexologist will bring a reclining therapy chair, relaxing music, cleansing wipes and reflexology cream and only need 15 mins before the event to set up.
- There will also be leaflets and information available for people to read and take away with them. We can also provide advice and feedback during or after the treatment which our clients find very useful.
- We will require a brief disclaimer form to be completed by each person before we continue with a treatment. This only take a few minutes so can be done on the day.



Reflexology helps with workplace creativity

Corporations seeking to improve workplace morale and enhance the health and productivity of employees are turning to workplace massage. This modest benefit is now being considered more often by companies large and small to keep staff performing at their best, especially during the recent economic upheaval and related stresses.

When coupled with the time-honored techniques of reflexology and aromatherapy, workplaces offering chair massage receive immediate benefits. Employers often report a palpable improvement in company morale as well as a measurable up tick in efficiency and anecdotes indicating above average levels of creative problem solving.

Brandon Thomas, founder of JoyLife Therapeutics, underscores the importance of touch therapy in today's corporate landscape. "Stress is a leading cause of lost productivity in the workplace and in these uncertain times, it can easily overwhelm and interfere with someone's personal and professional responsibilities. I believe it is an attractive choice for companies of all sizes that want a healthy and high value benefit that goes beyond donuts and bagels."

Workplace chair massage is performed in a short, concentrated session, lasting as long as a typical coffee break. The massage station requires a small amount of space, allowing any empty office or corner to be transformed into a relaxing and rejuvenating retreat. Workers receiving massage in the workplace report experiencing immediate relief from pain associated with repetitive stress injuries and poor posture, an enhanced sense of well-being and improved mental clarity.

Haynes & Boone an international corporate law firm recently brought in chair massage therapists who also used aromatherapy during their 15 minute chair massage sessions. "We had two therapists offering aromatherapy and they were a huge hit. Everyone I heard from felt the aromatherapy was beneficial," said Jennifer Asbury-Hughes, in Human Resources at the Dallas headquarters.

Researchers at the Touch Research Institute have proven increased immune functioning, decreased stress and stress hormone levels and decreased perception of pain all as a result of receiving massage. Chair massage is performed on the upper body and back and is complimented by the ancient healing technique of reflexology, which applies pressure to key points of the

foot, encouraging the corresponding parts of the body to restore natural function. Reflexology purports to impart many benefits, including stress relief, improved cell and organ function, increased efficacy of waste and toxin removal as well as promoting the body's self-healing mechanisms.

Aromatherapy has also been valued for thousands of years for its physiological, psychological and pharmaceutical benefits. Oils are carefully chosen for their therapeutic properties and specifically blended to suit the individual needs of each client. These blends are used in conjunction with specialized massage techniques to enhance mood, boost creativity and stimulate immune system function.

Studies by the Touch Research Institute have shown increased elevated mood and improved alertness and computational abilities. "Aromas share a deep connection with brain function and when combined with therapeutic touch, they can be a powerful force in shaping mood and calming anxiety," says JoyLife Therapeutics founder, Alana Burman.

Companies are shifting to a more proactive approach regarding employee wellness and are organizing in-house wellness programs designed to help workers stay informed and take charge of their personal health. HR departments are recognizing the benefits of regular use of alternative therapies including chair massage, aromatherapy and reflexology to help maximize the profitability of their organizations as a whole.

Compiled from various sources by Connie Hardy

Ref from:

http://thepbj.com/features/article/reflexology_helps_with_workplace_creativity/

<http://www.medibank.com.au/client/documents/pdfs/the-cost-of-workplace-stress.pdf>

<http://www.theage.com.au/national/job-stress-the-biggest-cause-of-work-absence-20110730-1i5mp.html>