

# MEMO

**To:** James Smith, President  
**From:** David Morris  
**Date:** December 12, 2017  
**Subject:** **FEASIBILITY OF INCREASING EMPLOYEE MORALE THROUGH AN EMPHASIS ON INCREASED FITNESS**

## SUMMARY

Employees have indicated that their workload and the related stress rank as a high concern for them. A companywide emphasis on fitness will be implemented to avoid low employee morale due to such demands. The benefits of regular exercise are plentiful and will help to contribute to a more well-rounded employee. A company-subsidized membership to a local health club will be provided to all employees to help meet this goal of improved fitness.

Local health clubs were asked to provide quotes for group membership, and after comparing the price and features of each, I recommend offering a membership to our employees from “Planet Fitness.”

## INTRODUCTION

In response to the recent survey of our employees in which the demands of their workload ranked high as a serious concern in the results, an increase in fitness will be encouraged across the company to improve the well-being, energy, and morale of our employees.

The results of an additional survey showed that over 80% of our employees preferred access to a fitness club as their choice for increasing exercise.

Our building does not have enough extra square footage to allow the addition of a fitness room, so health clubs within a five-mile radius were asked to provide prices for group memberships.

These health clubs were:

- Planet Fitness
- Northwest Fitness
- 24 Hour Fitness

Of those clubs contacted, I recommend the membership with Planet Fitness.

## **BENEFITS OF MEMBERSHIP**

Planet Fitness is located within two miles of our office and is open twenty-four hours on weekdays. These convenient hours and location provide easy access and flexibility to accommodate the various schedules of our employees.

Included in the membership to Planet Fitness is a wide range of activities. Employees would have the option to partake in aerobic classes, weight lifting, and circuit training. Also available is free fitness training instruction, use of all Planet Fitness locations, a discount on Reebok products, unlimited use of massage chairs, access to the online "Home Club," and even a free shirt. These amenities should prove attractive to our employees, and the variety will encourage regular use of the Planet Fitness facilities.

The benefits of increased physical activity, according to Web M.D. include:

- reduced anxiety
- a stronger immune system
- improved sleep

All of which will translate to a happier and more productive employee.

## **COST OF MEMBERSHIP**

Planet Fitness offers the most economical membership costs at \$14.99 a month per employee, for an annual total of \$89,940. By comparison, Northwest Fitness fees are \$32 per employee and 24 Hour Fitness is \$24.99 per employee. This annual cost would be 2% of our profits, using last year as a baseline.

## **IMPLEMENTATION**

Should this membership plan be approved, we could provide access to the club by December 29. Felicia in HR has volunteered to work with accounting and purchase a group membership. Since we are in the midst of our busiest time of year and stress is often high, offering this benefit as soon as possible is advised. Your response by December 31 would be greatly appreciated.

## **CONCLUSION AND RECOMMENDATION**

Regular fitness would provide our employees with a stress and mental release needed due to the high demands of their job. The costs associated with this will be returned with higher productivity, less turn-over, and happier employees. A group membership to Planet Fitness will benefit our employee's and the company's health in a positive manner.