

OVERVIEW: GET THE WORLD MOVING – GLOBAL CORPORATE CHALLENGE TO IMPROVE EMPLOYEE HEALTH AND PRODUCTIVITY

The Global Corporate Challenge (GCC) is a programme developed over a decade ago by Gettheworldmoving to improve the health and productivity of employees around the world.

In that time the programme has transformed the cultures of thousands of the world's leading organisations, including many NHS trusts, and has changed the lives of over a million employees across 158 countries.

GCC optimises organisations' most valuable/expensive asset - their human capital - and ensures that employees arrive each day in the right physical and mental shape so that they are fully engaged.

The scientifically developed, clinically proven 12-month programme takes employees on a journey that dramatically and permanently improves their relationship with exercise and nutrition and instils in them a new sense of self-belief, personal responsibility and resilience. Proven to reduce sickness absence within the NHS, GCC is a programme which Trusts such as Guy's & St. Thomas', Central London Community Healthcare and RDASH have implemented as a core part of their employee health and wellbeing strategy for a number of years.

How It Works

The GCC makes being more active, more normal. GCC participants aren't on the sidelines of life, they're stepping up and actively involved in their own wellbeing.

- **Starter Kit** - Each participant receives two GCC Pulses. These are accelerometers which accurately track daily activity. They are ready to use straight out of the box and they record every movement.
- **GCC Me** - Employees start by understanding their current lifestyle, behaviours and health. By building their own personal profile called GCC Me, they will discover their heart health, the impact of lifestyle choices on their wellbeing and receive ongoing, personalised advice on the small daily changes that create lifelong benefits.
- **GCC Journey** - In teams of seven, the first challenge of the 12 month adventure is a 100 day virtual journey around the world. Focused on increasing physical activity and establishing sustainable habits, a daily target of 10,000 steps takes employees through a unique journey of discovery, reward and accomplishment.



- **GCC Nutrition** - GCC Nutrition complements and enhances the GCC Journey because, “You can’t out-exercise a bad diet”. Weekly tailored nutrition advice that’s easy to implement in daily life, a Food Calculator tool and Weight Tracking - all working together so employees can reach their nutrition and weight goals.
- **GCC Sprint** - During December, GCC Sprint is launched. This is an individual challenge designed to maintain physical activity during the festive period, typically when people gain the most weight. Participants select a virtual opponent and aim to outrun, walk, swim and cycle them over 16 days to end the year healthy, productive and raring to go in the New Year.
- **GCC Energy** - In February, GCC Energy was launched - designed so your employees can recognise the connection between their behaviours and energy levels. It reinforces the intrinsic benefits of staying active, eating well and introduces sleep, rest and recovery, as a vital part of a healthy life.
- **GCC Reflection** - At the end of the 12 month adventure, through GCC Me, participants can see just how far the journey has taken them both physically and mentally. It’s here they realise that GCC isn’t about beating everyone else, it’s about beating their old self. By comparing the old self with the new self, the benefits are brought to life.

were made, and it was agreed that an additional HR post could be funded for a year to promote the health and well-being agenda. A HR manager (0.6wte) commenced in this role in October 2010. For full details click here to view the [NHS Employers’ case study](#) on this project.

Follow this link to view a range of [international case studies](#) from a broad spectrum of public and private sector companies.

Benefits

Based upon online survey responses from employees in a range of firms before, during and after implementing the GCC programme, the following results have been recorded:

- **Improved morale** - 75% of participants reported improvements in morale
- **Increased productivity** - 1/3 of employees reported an increase in their productivity
- **Higher job satisfaction** - 54% of GCC participants claimed they had higher job satisfaction
- **Better team work** - 57% of GCC participants reported an improvement in team working
- **Reduced absenteeism** - 41% less sick days taken by GCC participants (compared to non-GCC participants)
- **Stronger engagement** - 52% of GCC participants felt more engaged at work having participated in the GCC

Scientific Research

The GCC is committed to supporting on-going research into chronic disease prevention, to ensure its scientific, evidence-based approach continues to deliver the most effective workplace-based initiative of its kind in the world.

Each year, the GCC funds vital clinical research to study the impact that increasing daily physical activity has on the physical and mental health and work place performance of employees worldwide. Undertaken by the Foundation for Chronic Disease Prevention (FCDP), supported by some of the world’s pre-eminent learning and research institutions - including Lancaster and Monash Universities - these research projects and scientific studies facilitate an ever-evolving understanding of effective disease risk management that helps ensure the GCC remains at the absolute cutting edge of workplace wellbeing.

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Within the North of England the GCC programme was employed by York Teaching Hospitals NHS Foundation Trust in 2008. The Trust needed to make savings of £33m over three years; £12.2m was required for the financial year 2010/11, which equates to a saving of approximately £30 per employee each week. The project was initially established over a twelve-month period and a primary investment of £100K was made for new posts in human resources and occupational health. Following its success the project ran for a second and third year owing to the additional savings that