

THE BENEFITS OF CORPORATE YOGA



NWA Hot Yoga
a transformative place



the benefits of **CORPORATE YOGA**

Proven clinical research shows the following:

- Increased employee productivity
- Decreased stress and anxiety in the workplace
- Reduced absenteeism and staff turnover
- Improved employee health and wellbeing
- Healthier work/life balance



For these reasons, many companies are deciding to put more options in place for their workers to reduce their stress. One of the most popular is setting up yoga lessons at work. Yoga techniques serve a number of purposes for employees:

- 1. Stress Reduction** – By teaching people how to focus on their breathing and techniques, the process of yoga can help them remove the anxiety and stress that was previously controlling their life.
- 2. Flexibility** – Those learning yoga are learning how to properly stretch and use their muscles and tendons. This creates an awareness of strain in different parts of the body, and hopefully helps to forewarn of any repetitive stress that may lead to injury.
- 3. Stimulation from Exercise** – Yoga can help people to be a little 'more in shape'. As exercise releases endorphins into the system leading to a sense of well-being, Yoga can create a better feeling and attitude towards the work environment.
- 4. Morale** – Believe it or not, one way to make things safer in the workplace is to boost morale. Higher morale means more employees happy with their job and doing their part to keep things running as smoothly as possible. Yoga can bring employees together and boost morale in your office.

research on yoga from 1975 - 2015

Many companies now recognize the value of yoga, and more and more are offering classes as part of their corporate wellness. These include the likes of pro sports teams, Forbes, GE, Apple, Google, GM, Chase Manhattan Bank, HBO, GM, Industrial Light & Magic, and Nike. But, yoga can help all companies, large and small—just as it can help all people, no matter their age, current health or level of flexibility.

1985:

First randomized trial on yoga for asthma. One of the first to show the effects of yoga on the inner organs.

Source: *British Medical Journal*

2005:

The most important trial on yoga for lower back pain. Yoga has since become increasingly recognized as an effective treatment for chronic lower back pain.

Source: *Annals of Internal Medicine*

2014:

High-quality trial to demonstrate yoga can have benefits for women being treated for breast cancer.

Source: *Journal of Clinical Oncology*

1975:

First-ever randomized trial on yoga found yoga to be more effective than relaxation in reducing high blood pressure.

Source: *Lancet*

1998:

Randomized trial showing the benefits of yoga for carpal tunnel syndrome, vs. wrist splinting and no intervention.

Source: *JAMA*

2013:

One of the first trials to show that yoga may have an impact on life-threatening diseases such as atrial fibrillation.

Source: *Journal of the American College of Cardiology*

2015:

A review of the evidence on yoga and other mind-body activities, and their relationship to reducing inflammation.

Source: *Brain, Behavior, and Immunity*

how workplace yoga is

DIFFERENT FROM STUDIO CLASSES

There are many types of yoga, and each offers unique benefits. For most of our Corporate Programs, we take a Hatha Yoga approach. Hatha Yoga is done at room temperature and no shower or change of clothes required.

Because the majority of corporate employees sit all day and type away at a computer, the main areas we focus on stretching are the hips, hamstrings, psoas, shoulders, and wrists. One of our Corporate attendees, Cory, said, "it wasn't the normal warrior flow sequence I was expecting, but that next day I was sore all over, in a good way, from the stretching." Cory is an avid gym goer and still managed to use muscles he doesn't normally engage, all the while stretching out muscles that were overtaxed from hockey and kickboxing classes.

After the class, a request for small yoga breaks before morning stand up meetings are typically the norm.



"We had a blast during the class. We focused and worked our way through the practice, but it was much more playful and filled with laughter than a traditional class."

George, a Corporate Yoga participant, said he really liked how we didn't take it too seriously. He could laugh and ask questions.

"Five minutes of yoga before a stand up equals focused quality attention during the meeting. Taking the time to breathe and stretch can literally recalibrate everything."

the question is no longer “why employee wellness?” **the question is “how?”**

50%

of corporate
healthcare costs are
said to be lifestyle
related...

Organizations not only want to spend on cure but also invest on prevention and good health. It is in this respect that the ancient science of Yoga has found preference in the corporate world as a comprehensive wellness prerogative, replacing all other healthcare investments. A growing number of businesses are finding that offering Yoga to their employees is a low-cost, preventative and holistic healthcare measure, making the discipline a resonating success with human resource teams looking for strategic returns on their wellness investments.

A study by Towers Watson Wyatt and the National Business Group on Health shows that organizations with highly effective wellness programs report significantly lower voluntary attrition than do those whose programs have low effectiveness (9% vs. 15%). On the other hand, an internal assessment by Johnson & Johnson found that the return on their wellness programs have been \$2.71 for every dollar spent, resulting in cumulative savings of \$250 million on health care costs for the company over the past decade.



why YOGA?

An international report by the World Health Organization reveals that depression is the most disabling illness for the corporate sector, second only to cardio-vascular diseases. Long hours, multi-tasking, stiff competition, rigorous commute, irregular eating habits, sedentary desk jobs and bad sitting postures, all combine to create a pool of highly stressed, inefficient and thus despairing workforce.

YOGA

is a holistic approach to physical & mental health, as well as personal growth.

YOGA:
ANYTIME.
ANYWHERE.

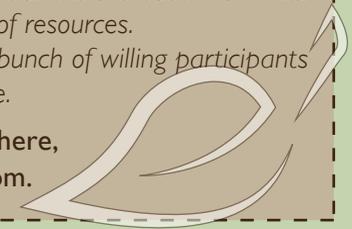
Corporate Yoga is the extended concept of working peacefully in the midst of a hectic corporate environment. The National Institute of Mental Health estimates that U.S. employers lose \$70 billion a year due to absenteeism, lost productivity and disability caused by mental distress. The benefits of corporate Yoga to encounter this malaise are unmatched by other wellness programs, as the very crux of the Yogic discipline is a mind-body balance. It is the only form of exercise known to increase flexibility, strength, balance, concentration and breath capacity while reducing stress and anxiety. Yoga also helps boost morale and interpersonal communication – which for an employer means no more bickering teams or dissatisfied individuals, power struggles or dirty politics.

There is conclusive evidence supporting the fact that offering even one Yoga session in a week brings about noted changes in employee behavior by helping them manage stress better, enhance clarity and creative thinking, improve communication skills, cultivate leadership and teamwork, and increase overall effectiveness in the workplace.

Perhaps the strongest reason for incorporating Yoga with employees' wellness routine is the ease with which a corporate Yoga program can be implemented with any kind of resources.

The only equipment required for a session of Yoga are some floor mats and a bunch of willing participants with a strong desire for a healthier, more fulfilled life.

A Yoga program can be conducted just about anywhere, such as a conference room or an empty lunchroom.



why Scott Pitts and **NWA HOT YOGA?**

1. The NWA Hot Yoga Brand Ambassador Program



We have increased success using our Brand Ambassadors from NWA Hot Yoga, yogis who are employed at the prospective company who boldly carry the message and are the on-site champion of the program. "Join me, this is what yoga has done for me."

2. #yogamisfits



#yogamisfits is our primary brand message, aiming to make yoga appealing to the person that doesn't look like a beauty queen or can easily bend their body into a pretzel. We encourage you to visit our website. www.nwahotyoga.com and read for yourself.

3. Scott Pitts - the "King of the Misfits!"

Scott Pitts, 200 EYT with Yoga Alliance, founder of NWA Hot Yoga & NWA Yoga School. Before Scott's full-time yoga profession began, he served as a Corporate Marketing Director for three Fortune 500 Companies- Coca-Cola Company, Samsung, & Sony Pictures.

three yoga poses proven to increase **PRODUCTIVITY IN THE WORKPLACE**

SHOULDER STRETCH



1. Walk to nearest wall.
2. With outer hip facing wall, place palm on wall with arm extended. Walk hand back 1-2 handprints.
3. Take opposite hand to extended shoulder. Move shoulder up and back to plug shoulder into back.
4. Slide hand down ribs (closest to wall) and lift ribs up and towards center of body, turning body open towards center of room at a diagonal. Toes shift to a diagonal.
5. Make sure entire palm is on wall and, if possible, walk hand back a little more on wall to increase stretch.
6. Switch sides and repeat.

HIP STRETCH



1. Sit in chair, feet hip-width apart, legs at 90 degrees.
2. Press hands into thighs. Lengthen through sides of waist and shift forward to come to sit at the front of seat bones.
3. Cross right ankle over left knee.
4. Fold torso over legs, hollowing your belly and bringing chest to front of your shin, arms hanging forward over legs.
5. Hold for 5 breaths.
6. Look forward, heavy your tailbone to come to sit upright.
7. Release right foot down to the floor.
8. Switch sides and repeat.

WRIST STRETCH



1. Interlace fingers. Flip palms down and away. Extend arms out long in front, shoulder height.
2. Round back. Move chin towards chest.
3. Hold for 5 breaths. Bring arms overhead. Reach interlaced palms up towards ceiling.
4. Look up to hands. Lengthen through sides of waist, knitting your front ribs in.
5. Hold for 5 breaths. Bring interlaced fingers under chin, palms facing up.
6. Draw elbows down and towards each other. Hold for 5 breaths.
7. Release and change the interlacing, repeat.
8. Release and shake out your hands and wrists.

HOW'S IT WORK?



Every session is customized for your workplace:

- Style of yoga
- Level of challenge - Classes are designed to accommodate from beginner to intermediate
- Focus of the classes
- The right teacher

Classes are typically 55 minutes and can take place early morning, during lunch or after work.

Often classes held at the work place happen in a lunch room, empty office or a conference room.

Choose what best suits your company's needs & budget:

1. Company-sponsored: company pays 100%
2. Co-pay: company and individual employees split the cost
3. Employee-sponsored: employees pay for their classes



the fine details for

SETTING UP A CORPORATE CLASS

BEGINNER'S WORKSHOP

Six 55-minute weekly sessions designed to introduce our clients who've never done yoga before or need a refresher.

This class is best implemented over a 6-week period with no holiday interruption.

Six topics include:

1. 3 poses to do at the desk with handout
2. Breath
3. Hips
4. Low Back
5. Intro to vinyasa flow- connecting movement with breath
6. Meditation

LUNCHTIME CLASSES

In addition to on-site classes and beginner's workshops, we also offer a series of lunchtime wellness practices.

These classes range from desk-side yoga, to stress-management, to headache and back-relief. Let us create a custom lifestyle experience. Classes range from 30-minute single sessions to 10-day executive retreats. Each class ends with the obligatory essential oil ice-cold towel on the forehead.

RATES

We offer a range of practices, from gentle and meditative to therapeutic or active. We can quickly determine the most appropriate offerings for your staff.

Class Duration: 55-minutes. *Can be modified to suit your needs.*

One-time Class: \$125

6-Week Programs:

1x weekly- \$125/class

2x-weekly: \$110/class

10-30 students – \$125.00

Up to 40 Students- \$175.00

More than 40 Students- Please call to discuss pricing

