

FIT4Work

Workplace Fitness Coaching - Empowering Healthier Professionals

KITWorks Innovations 2023

Proprietary & Confidential



Fitness Challenges Among Professionals in Africa

- ★ Physical inactivity rates vary across countries, from as low as 9.3% to as high as 49.1%.
- ★ Only 27.6% males and 32.0% females meeting WHO's physical activity recommendations.
- ★ Employment status and income level affecting wellness participation.
- ★ Negative impacts on personal health and workplace productivity.





Solution - Fit4Work

- ★ A comprehensive Workplace Fitness Coaching product.
- ★ Coaching sessions to navigate you from your current fitness level to your wellness goals, covering a wide range of topics.
- ★ A captivating and interactive approach to educate, inspire, and engage employees.
- ★ An adaptable program that fits seamlessly into diverse workplace environments, promoting healthier lifestyle choices and routines at work.



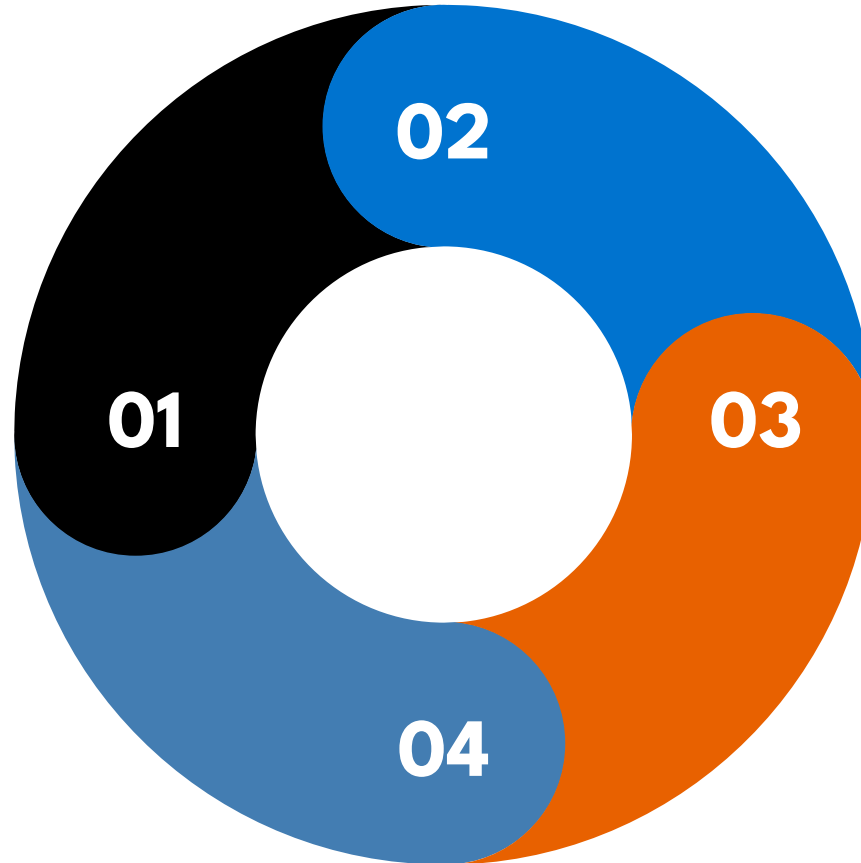
Who is it for?

Employees in the tech industry

Organisations aiming to create a healthier workplace culture

Companies looking to improve employee wellness

Individuals interested in personal and professional development



G.E.T. F.I.T. Framework

G - Goal-Setting for Professionals:

- Creating SMART fitness goals tailored to busy professionals
- Building a supportive and accountable work environment for goal achievement
- Providing practical guidance on fitness goal-setting, offering actionable strategies to build and maintain goals



E - Exercise for Busy Schedules:

- Identifying and incorporating efficient workouts suitable for time-constrained professionals
- Adapting and personalising fitness routines to accommodate work demands
- With sample exercises that best fits their schedules



T - Tuning Work-Life Equilibrium:

- Evaluating the importance of work-life balance for overall well-being
- Developing strategies to harmonise personal health and professional success
- Providing real-life examples and tips on achieving this



F - Fueling the Body Right:

- Implementing healthy eating habits during working hours
- Discovering convenient and nutritious meal options for on-the-go professionals.
- With sample meal plans suitable for 9-5 professionals



I - Inspire and Influence:

- Encouraging and sharing wellness success stories to motivate colleagues
- Fostering a workplace culture that prioritises physical and mental health
- Providing ways professionals can be a wellness advocate in the workplace



T - Taking Care of Your Mind:

- Recognising the effects of stress on work performance and personal health.
- Practicing mindfulness techniques to reduce stress and enhance mental well-being.
- With tips on how to do this for various personality types



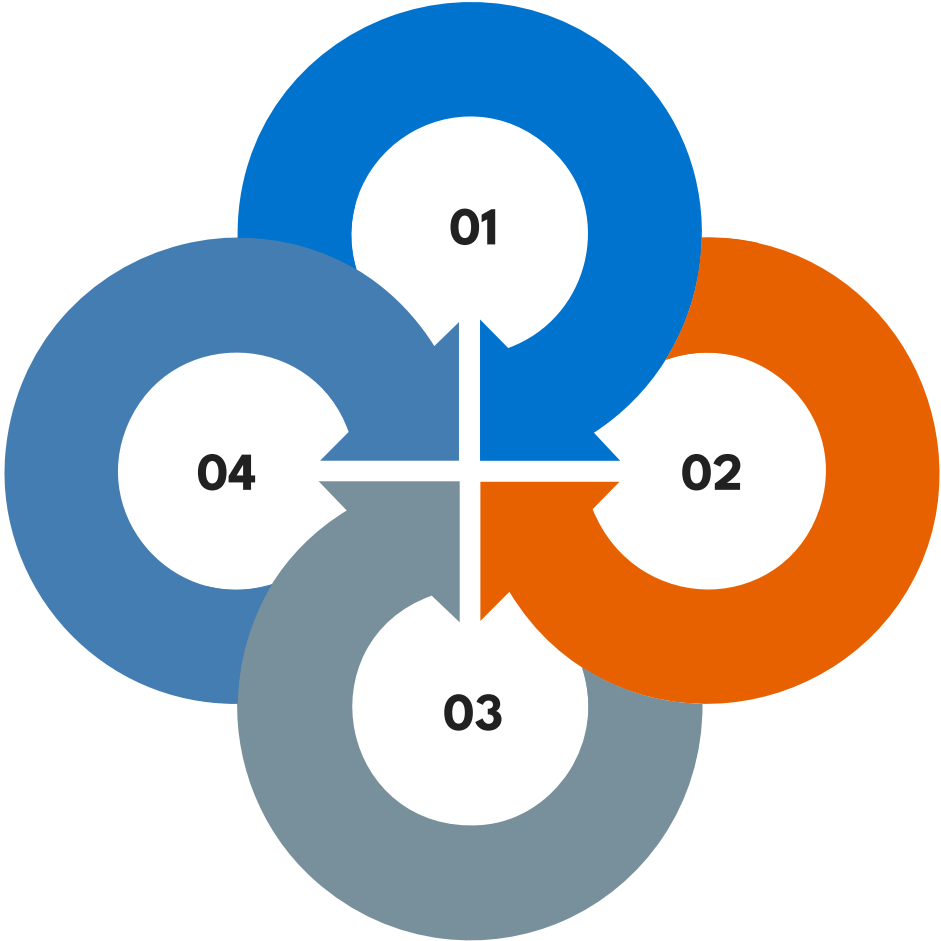
Consequences of Inactivity & Poor Diet

Weight Gain and Obesity

Increased risk of health issues like heart disease, diabetes, and certain cancers

Mental Health Issues

Exacerbates stress, anxiety, and depression, hindering personal and professional resilience



Reduced Energy and Focus

Impacts productivity, concentration, and work performance

Musculoskeletal Problems

Can cause muscle stiffness, poor posture, back pain, and repetitive strain injuries

Coaching Structure and Requirements

Delivery Mode

- **Conducted virtually** for location flexibility
- Expert coaches and flexible sessions accessible from anywhere



Frequency & Duration

- **6 webinars** delivered bi-weekly over three months
- Each session is approximately **60-75 mins** long



Minimum Participation

- **20 employees** required for optimal personalised attention
- Ensures high-quality learning experiences



Pricing

- **N150,000 (\$200) excl. tax** per employee for the entire coaching program (3 months)
- Every additional employee/**N120,000 (\$160)**





Thank you. Please feel free to ask any questions.

sikemi@kitforprofs.com, +234 704 406 1903