

KEEP FIT TO KEEP FIT... FOR YOUR JOB

7pm end of a hard day at the office, get home, bottle of wine, take away curry, favourite video, feet up on the sofa. Is this your idea of the perfect ending to a rotten day? If the answer is 'yes' we have to talk.

BY CLAUDIA REIZNER – (who is actually partial to the odd curry and glass of wine)

THOSE who are alert sign the deals, get the customers. They are the ones who get the bonuses, move quicker up the ladder.'

Bad days at the office can be good days – they really can! Much of what causes you to have a bad day comes from stress. Stress comes from numerous things but predominantly from tiredness: the cross we bear if we don't do physical exercise.

No – don't stop reading now! Just because I mentioned exercise! Read on a little more you might learn something.

There is always that time of day when you feel a little flat. Many of us turn to artificial stimulants to perk us up like coffee, cigarettes, chocolate. These are great for the short term but if you really want to keep going you should exercise. 'But exercise is tiring' I hear you cry! In fact a reasonable amount of exercise done consistently actually boosts your overall energy levels, particularly if you have a desk bound job.

You don't have to run a marathon. You can walk. It improves circulation and increases oxygen delivery while reducing anxiety and depression (real energy sappers) making you feel more lively and ready to tackle more.

Have you ever had trouble sleeping because of stress? Have thoughts whirred over and over in your mind and you found yourself looking at the clock every hour through the night? If you were actually physically tired you would sleep better which in turn would make you better able to cope the next day at work.

ONLY 15 minutes a day will increase your mental productivity.

You don't need much exercise to make a difference. Only 15 minutes a day will increase your mental productivity. You can do this on your way to work, during lunch, when you get home. Tell me you can find that in a day!

Those who are alert sign the deals, get the customers. They are the ones who get the bonuses, move quicker up the ladder. You don't have to be Einstein to work out that:

**EXERCISE = MORE ALERT
-> MORE PRODUCTIVE ->
MORE EARNING POTENTIAL**

This directly translates to the profitability of the company too. The Canadian Life Assurance Co found that staff turnover was a third lower among those who exercised than their more sedentary colleagues. And Pepsico found its corporate fitness programme had a 300% return on investment – \$3 for every \$1 invested in its new and improved fitter staff.

OK, so you're not motivated by money (come on!) or you don't care about the company then look at it this way. Exercise is the ultimate anti-aging pill. Keeping fit keeps you trim. That means attractive to the opposite sex, higher self-esteem, able to squeeze into that new outfit. For those of you who are older then listen up. Exercise defends you against your worst enemy: creeping obesity – slow weight gain which comes with getting old.

Mmm, that curry sounds pretty good though. Maybe I'll start next week....■



Exercise = more alert ->more productive -> more earning potential