

Walking to cure 3.30-itis!

At 3.30pm every day, as the office becomes stuffy, lunch has digested and other office staff are reaching for their chocolate drawer, the staff at The Loyalty Group are out taking a 5 minute power walk.

“I noticed that ‘3.30-itis’ was affecting my afternoon productivity. I felt as though I would fall asleep at my desk. Something sweet would really help pick me back up for the rest of the afternoon. I knew it wasn’t healthy though”.

We came up with the initiative to leave the office for 5 minutes every day at 3.30pm and take a short power walk around the block. Along with this, some of us do push ups and leg squats. We have found that by getting our heart rate up and enjoying some fresh air, we have increased energy levels, our motivation levels rise and we have found increased motivation to participate in exercise after work.



“It is great that our boss also finds this beneficial. This initiative has improved the culture in the office and we feel that our health and well being is respected”.



With the help of Victoria Walks, we plan to implement other cost effective activities to get our staff more active during and after working hours. We also plan to increase the utilisation of the public spaces around our office building by holding charity days and meetings outdoors. By doing this, we hope to start liaising and networking with these businesses around us to promote our afternoon walks to get their staff involved also.

Michelle Morgan, Operations Manager
The Loyalty group