

Sunday

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Money

THE REGISTER-HERALD

Considering the big picture a key to a successful business

Editor's note: The "How Healthy Is Your Bottom Line?" series of columns are a guide for business owners and leaders to create a healthy, more productive work force and improve bottom line performance.

12 Steps to Health — Step 3 Start with what you want.

"Imagination is everything. It is," according to Einstein, "the preview of life's coming attractions." So, the dreamer in each of us embraces the fresh slate of a new year. We all begin it with renewed hopes and the best of intentions. Many of us resolve to lose weight, eat right, exercise more — you get the picture. So, in early January, health clubs are packed. But, by this time or certainly by Easter, most people have abandoned their resolve and gone back to their old ways. Why? There

HEALTHY BOTTOM LINE



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first, then "back into" identifying immediate priorities to set your short-term goals. To get started, I began with my long-term goals. "I want to live a full, long, and productive life. I want to fully enjoy the gifts I have been given in my daily activities with family, work, and community. I want to be well. Because being well requires that I do what I can each day to practice the habits of good health, I have set fol-

are many reasons, but most likely it's because we fail to move from "dreaming" to "doing."

Begin with the end in mind.

So what do you want? Consider your long-term vision

lowing goals for 2009..." Then, I listed my short-term goals for this year. From this list, I identified the top three I'll focus on.

So, take a few minutes now to write down your long-term goals and objectives for the coming year. To make this easier, download a Health Goals Worksheet from www.bodyworkshfr.com (Tab: Health News, then Personal Worksheets).

Look at what is ... or imagine what can be.

There are two schools of thought about making change. The "realist" school focuses on knowing what is; the second draws from envisioning what can be. Inspiring plans encompass both. Do you know what is currently true about your health? To find out, you can visit your primary health care professional or you can complete a free, confidential health

assessment like the ones offered at Health Status (www.healthstatus.com). Filling out any of the quick questionnaires of this type will provide you with a snapshot of your health, risks, and recommendations.

Consider the bigger picture.

In addition to your personal objectives, you can also set short- and long-term health goals as a team, as a company or as a family. In the spirit of practicing what I preach this month, I am providing my employees with a financial incentive to complete a Health Risk Assessment. This is an effective first step to bridge the gap between the effect of current lifestyle choices and desired results.

As a business manager or owner, you can access many user-friendly online tools (at minimal cost) to explore the

possibility of wellness programs for your group or organization. Visit www.bodyworkshfr.com (under the Health News tab) to discover links to tools, case studies, and other resources to champion wellness in the workplace or visit the Wellness Council of America (www.welcoa.com), www.wellsources.com, or www.getwellstream.com.

Real change starts with commitment to your long- and short-term goals. What will you do this month to make your bottom line healthier?

Next month's column appearing on March 15 will be "Start with a Plan."

— Bates owns and operates BODYWORKS in Beckley. Columns from previous months can be viewed at Register-Herald.com; search Healthy Bottom Line or under the Articles tab under the News drop down at Bodyworkshfr.com.



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