

## Voluntary Enlisting for TI Automotive Boot Camp Grows

### Initiative in Brief

The 9-week Boot Camp program at TI Automotive may sound intimidating. But in the end, participants make new friends, improve their health, and increase their employer's productivity. With management support and financial investment from both employer and employee, the \$350 program truly is a win-win.

Participants receive baseline and follow up health assessments including strength, flexibility, percent of body fat, cardiovascular health, and blood panel measures. Each employee then receives personalized feedback and consultation for both interpretation of results and for making steps toward improving those measures. Three lunch seminars are available per week on stress, nutrition, and general wellness along with three strength training and cardiovascular workout classes led by professional trainers and nutritionists.

Probably the most unique aspect to the voluntary program is the method for cost sharing. Upon enrolling, participants agree to pay \$100 of the \$350 per person cost, which is paid by payroll deduction over nine weeks. Participation is mandatory for at least two sessions per week and participants receive a certificate and golf shirt upon completion. One caveat though--participants who do not meet minimum participation as agreed upon in enrollment or fail to complete the 9-week program are charged the full \$350 cost of the program, thereby picking up the cost the employer would have paid had they reached sufficient participation.

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### Benefits

Noted benefits of the program are:

- Improved morale, stress reduction, and absenteeism & presenteeism
- Measured improvements in body fat percent, blood measures, resting heart rate, strength, flexibility, weight loss, and cardiovascular fitness.
- Boot Camp is a great marketing tool for recruitment of new employees.



"Our data clearly shows dramatic improvement in the health of the employees that have completed the [boot camp] training...It is a true win-win outcome as the company will realize reduced health costs and the employees have an improved quality of life."

Rich Kolpasky, President, TI Automotive

### Lessons Learned

- More support from management and employees than predicted for the program.
- People don't know what they want. Get them involved. They want to belong.
- Continued programming is essential for long-term success. Management must be in it for the long haul.

**Cost:** \$350 per participant (\$250/\$100 split)  
**Risk Factor:** Physical Inactivity  
**Impact/Reach:** 22 pilot: 37 in Round 1; 50+ in Round 2  
**Business/Sector:** Automotive Supplier