

GCC 100 DAY JOURNEY

Final Report

DEAKIN UNIVERSITY



WELCOME



Following the release of your GCC Insights Baseline Report, which provided you with a detailed overview of your employees' physical and psychological well-being prior to GCC, this Final Report evaluates the positive impact of your participation after 100 days. The results, tailored to your organisation, demonstrate how GCC has changed your employees' physical activity levels, their nutrition and their psychological well-being.

It also showcases organisational benefits and demonstrates how, through increased awareness, education and motivation, your employees are now mastering long-term, sustainable habits that allow them to arrive at work feeling more engaged, productive and equipped for peak performance.

The results shown in this report are based on responses your employees gave to questions within our health and lifestyle surveys both at the start of the program and at the end. The aim of this report is to evaluate the change and impact of your participation in the GCC on both your employees and ultimately your business performance metrics.

The conclusions drawn show that a healthy bottom line cannot be separated from healthy employees. The insights data contained in this report outline the compelling business benefits of the GCC and justify your organisation's investment in your employees. The outcomes clearly demonstrate the proven fact that healthy, fit and resilient businesses need healthy, fit and resilient employees.

We hope you've enjoyed the journey - and that you'll enjoy seeing how far your people have come.

A handwritten signature in black ink, appearing to read 'Dr Batman', written in a cursive style.

Dr David Batman

Chief Medical Officer, GCC

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INFORMATION SOURCES

GCC BENCHMARK

In order to compare your results, the report provides benchmark data derived from approximately 300,000 participants taking part in the GCC this year from 1,200 organisations, 185 countries and all different industries. The benchmark data allows you to compare your results with the average GCC results. This benchmark data shows 'post-GCC' results only (i.e. derived from participants who have answered both the start and end GCC Health and Lifestyle surveys). You can refer to your GCC Insights Baseline report to access the GCC benchmark results pre-GCC.

GCC HEALTH AND LIFESTYLE SURVEYS:

The majority of the data used in this report is derived from participants from your company who have answered GCC Health and Lifestyle survey questions at the start and the end of the program, unless stated otherwise in the footnotes.

- | **278** employees answered the GCC start survey representing 93% of participating employees (GCC Benchmark: 91%)
- | **140** employees answered the GCC end survey representing 47% of participating employees (GCC Benchmark: 43%)
- | **136** employees answered both the start and end surveys representing 45% of participating employees (GCC Benchmark: 41%)
- | The percentage change between pre- and post-GCC results represents the percentage increase in the number of employees who fall into the 'ideal' category of the chart (the 'ideal' range differs depending on the data and is represented in green on the charts, e.g. percentage above recommendations).

OTHER SOURCES:

In some cases, the results are based on information from a number of specific sources and stated in footnotes. The following outlines both the source of the data as well as the sample sizes involved:

- | Mid-event survey: **144** employees answered the GCC mid-event survey representing 48% of your participating employees (GCC Benchmark: 40%)
- | Body Mass Index (BMI) data is derived from the subset of your employees who tracked their weight and provided a pre- and post-GCC (paired) comparison set: **73** employees representing 24% of your participating employees (GCC Benchmark: 21%)
- | Biometrics and Heart Health data is derived from the subset of your employees who calculated their GCC Heart Age and provided a pre- and post-GCC (paired) comparison set: **82** employees representing 27% of your participating employees (GCC Benchmark: 27%)

DATA PRIVACY AND SECURITY

- I To guarantee employee anonymity, GCC doesn't report data if the sample size is under 20 responses to a given question.
- I GCC is committed to protecting your information and your employees' data. Our strict privacy policy protects the anonymity of your employees and outlines our strict data security controls.
- I GCC is certified against ISO/IEC 27001:2013, a robust and comprehensive global information security standard which validates that GCC has implemented best practice information security controls.
- I If you have any questions or concerns relating to your privacy, please contact us at privacy@gettheworldmoving.com

EXECUTIVE SUMMARY

This GCC Insights Report aggregates health information and outcomes shared by your employees who have successfully completed the GCC this year and answered both our pre- and post-event questionnaires. The data is designed to provide you with new perspectives and insights which show how the health and performance of your workforce have been transformed.

HEADLINE RESULTS

Below is a snapshot of the headline results which are expanded upon throughout the rest of this report.

57% of your employees now meet the recommendation of 10,000 steps per day vs. 12% pre-GCC

43% of your employees are now more aware of what they eat

60% of your employees who tracked their weight have lost weight

82% of your employees now meet the recommended amount of sleep vs. 63% pre-GCC

67% of your employees have reported a decrease in their stress levels either at home or at work

58% of your employees have reported an increase in either their productivity or concentration

LONG-TERM BEHAVIOUR CHANGE

Empowering your employees to take personal responsibility for their health and performance means helping them realise that what they do today has a direct impact on how they feel tomorrow. Our cycle of empowerment starts with individuals first becoming more aware of their overall health and how their lifestyle choices measure up. We then provide them with the motivation to change, then arm them with the education they need to make lasting improvements to their health. As they begin to feel the benefits of these simple changes, their confidence builds. They feel driven and motivated to push harder, creating a self-perpetuating cycle that results in lasting change.



STEP 1 - AWARENESS

The first step in building behavioural change is awareness. Your employees assess their health and lifestyle choices pre-GCC, but over the course of the journey their awareness increases substantially.

80% of your employees are now aware, very aware or highly aware of their physical activity levels vs. 58% pre-GCC (GCC Benchmark: 78%)

43% of your employees are now more aware of what they eat (GCC Benchmark: 46%)

90% of your employees reported they were more conscious of opportunities in their day to add more steps* (GCC Benchmark: 90%)

* Data derived from mid-event survey responses

LONG-TERM BEHAVIOUR CHANGE

STEP 2 - MOTIVATION

Motivation to change is one of the most important predictors of behavioural change¹. GCC engages employees regardless of their motivation and helps them improve their levels of physical activity.

Your employees' motivation to join GCC*	Pre-GCC step average	Post-GCC step average	% Change
I want to get healthier (41%)	5,359	10,448	95%
I want to lose weight (14%)	5,224	10,577	102%
I was encouraged to join (8%)	6,131	10,656	74%
It looks like fun (9%)	7,150	10,758	50%
I want to be part of a team (14%)	7,331	11,640	59%
I enjoy the competition (7%)	8,897	14,600	64%
I don't want to miss out (3%)	6,250	10,468	67%
Frankly, I'm not sure (3%)	5,000	8,510	70%

STEP 3 - EDUCATION

During the GCC, your employees learn to form new, healthier habits around physical activity, nutrition and sleep, which ensure that health benefits are maintained well after the end of the program and that their new learned behaviours have a positive impact on others.

33% of your employees are now undertaking 30 minutes of planned physical activity five or more times per week vs. 14% pre-GCC (GCC Benchmark: 40%)

75% of your employees reported that the GCC had helped them take more personal accountability for their own health** (GCC Benchmark: 76%)

66% of your employees reported that their increased activity levels had become a habit** (GCC Benchmark: 77%)

73% of your employees reported having a better understanding of what it takes to lead a healthier lifestyle** (GCC Benchmark: 75%)

44% of your employees reported getting family and friends out walking more** (GCC Benchmark: 58%)

¹ Reference available in appendix

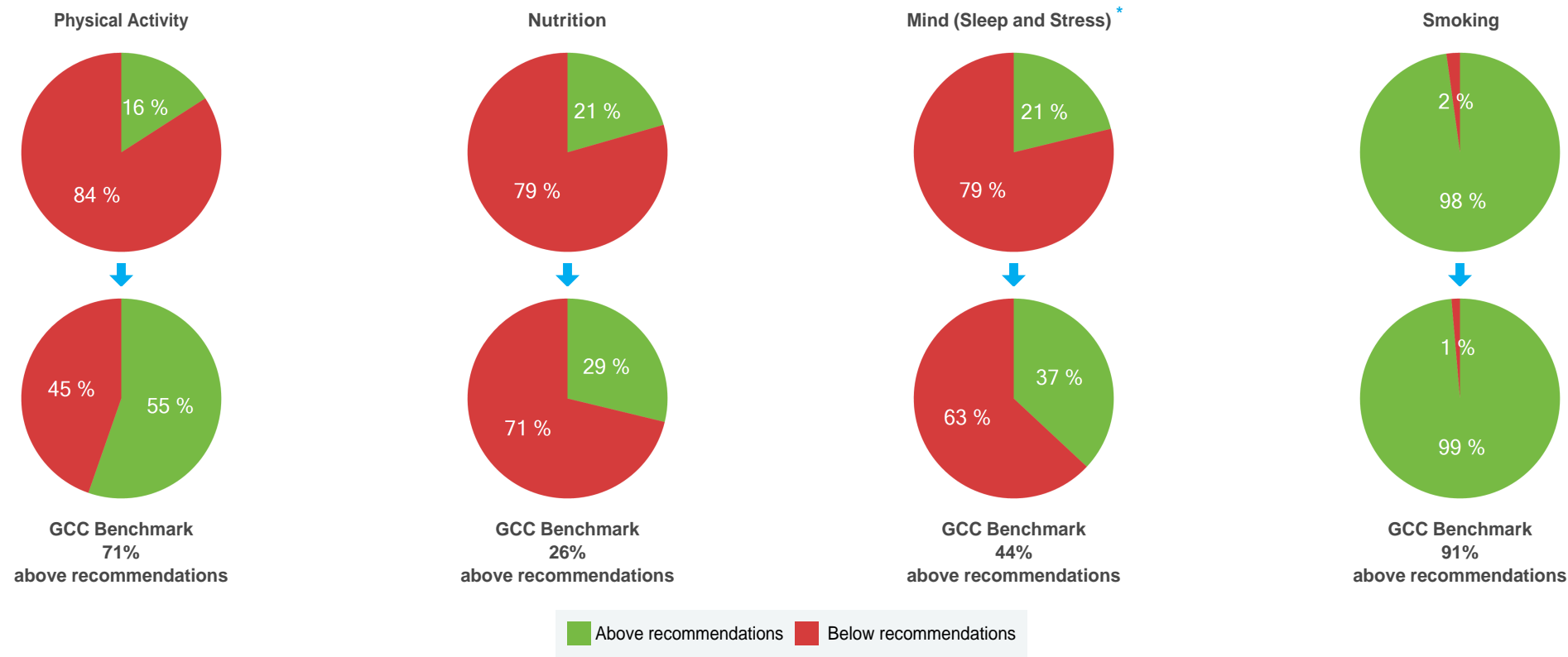
* Based on start survey responses only

** Based on mid-event survey responses only

LIFESTYLE HABITS

The charts below provide an overview of the proportion of your employees who initially met the recommended scientific and medical guidelines across four key health indicators pre-GCC and how this has changed after completing the GCC. Over 100 days, your employees learn how the day-to-day choices they make around physical activity, nutrition and sleep impact their health and performance and what they can do to take better care of their health.

Distribution of your employees' pre- and post-GCC:

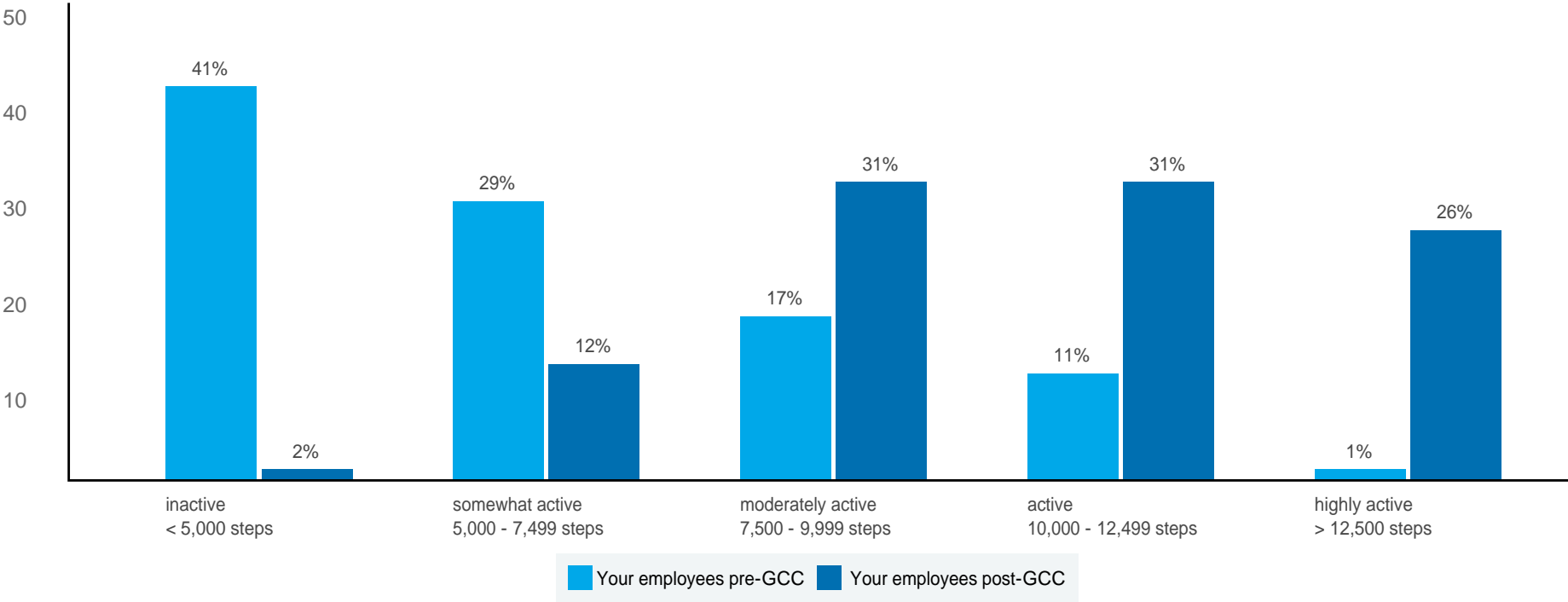


* the 'Mind' category is a combination of the answers to the Sleep and Stress questions in the GCC health and lifestyle survey

PHYSICAL ACTIVITY

The results below show the change in your employees' physical activity levels during the GCC. Motivated by their daily target of 10,000 steps and a sense of accountability to their team mates, they've become more active and developed a positive relationship with exercise.

Distribution of your employees' physical activity levels pre-GCC and their step average post-GCC:



57% of your employees now meet the recommendation of 10,000 steps per day vs. 12% pre-GCC (GCC Benchmark: 70%)
79% of your employees said that GCC has had a positive impact on their relationship with exercise* (GCC Benchmark: 85%)

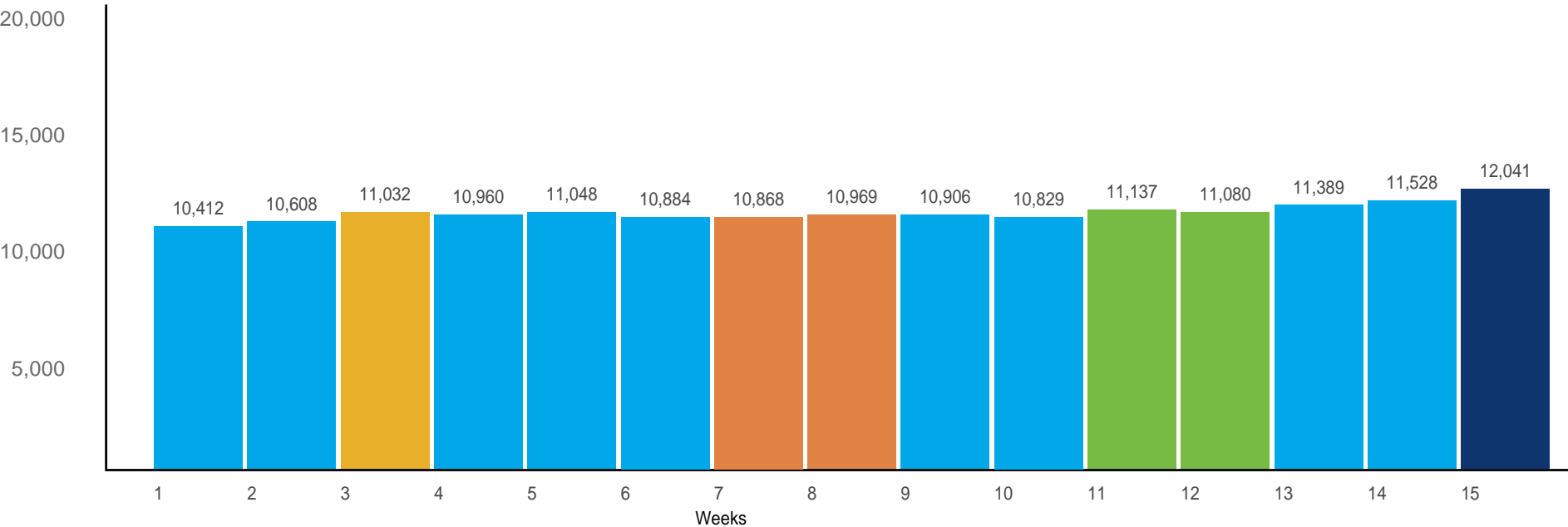
* Data derived from mid-event survey responses only

SUSTAINED CHANGES IN PHYSICAL ACTIVITY

On May 27, your employees started a journey towards better health. In their teams of seven, they committed to the goal of taking 10,000 steps per day during our virtual journey around the world. Week-by-week, they've increased their activity levels and built a new habit. Below is a chart of your employees' step averages* over the 100 days. Supported by their teams, they virtually travelled across 100 locations around the world, set themselves challenging goals, motivated each other via healthy competition and stepped up to the GCC mini-challenges.

Final daily step average of your employees: 10,971 (GCC Global benchmark: 12,950)

Step average

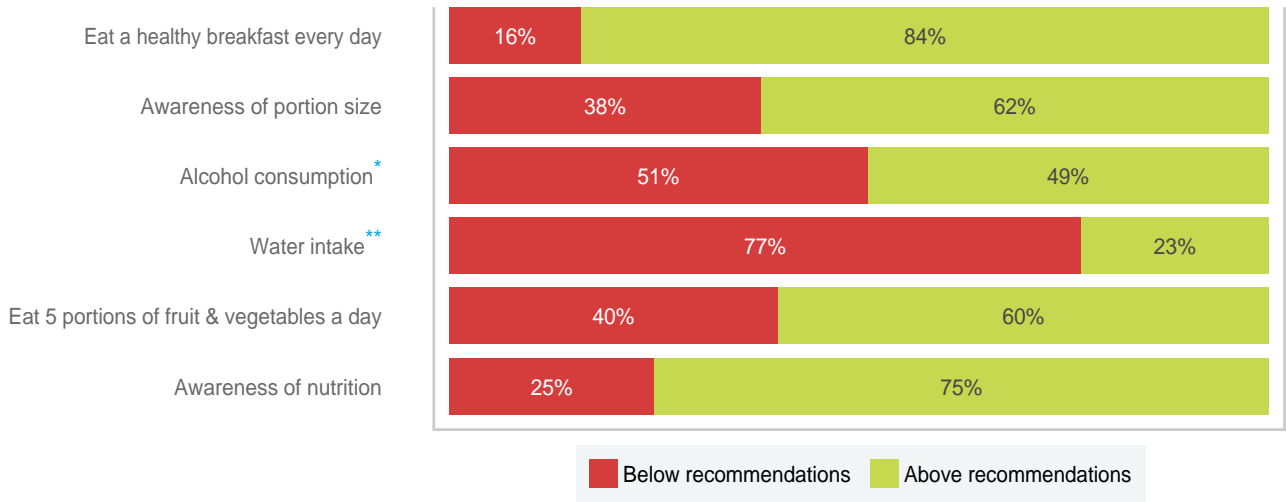


Mini-challenge: Beat your Best Achieve a new personal best (Jun 13-14).	Mini-challenge: The Power of 7 Take 100,000 steps as a team (Jul 10-11).	Mini-challenge: Spin that Wheel Spin the wheel to receive a step target to beat for three days in a row (Aug 06-8)	Mini-challenge: Join the Club Take at least 100,000 steps in 7 days (Aug 20-26)
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NUTRITION

Once your employees begin exercising, they become aware of how easy and effective changing other behaviours can be. They start to think about how best to fuel their new-found activity with a healthy, balanced diet. The chart below shows the changes in your employees' nutritional habits. It represents the proportion of your employees meeting the recommended guidelines for nutritional choices after taking part in the GCC and the changes compared to pre-GCC.

Distribution of your employees' choices around nutrition post-GCC:



GCC Benchmark
% employees above
recommendations

68%

61%

56%

28%

48%

70%

Pre/post-GCC change
% employees above
recommendations

+11%

+33%

-6%

+71%

+22%

+22%

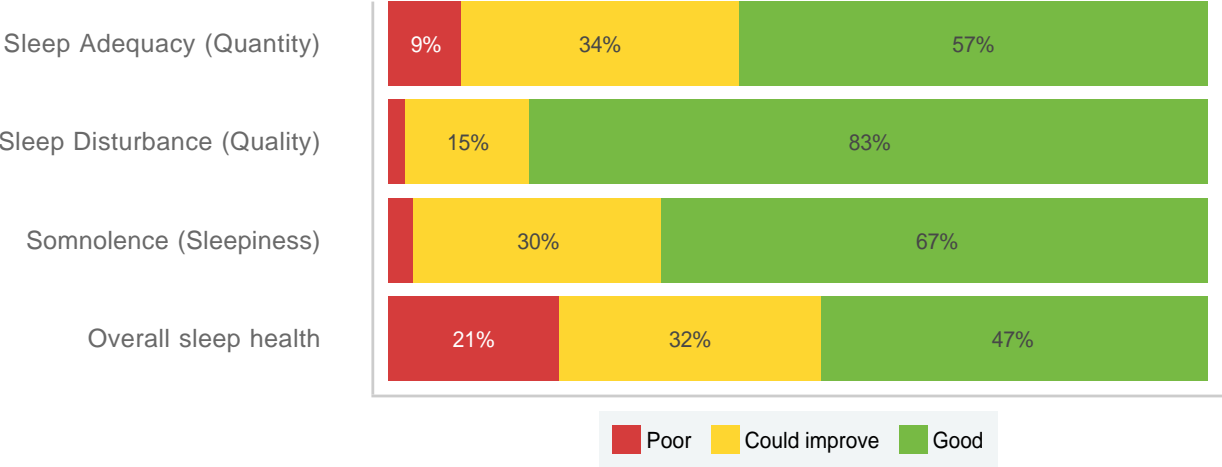
| * Alcohol recommendations are a maximum of 1 standard drink per day for women and 2 standard drinks per day for men

| ** Water recommendations are 8 glasses of water per day

SLEEP HEALTH

The last piece in the puzzle your employees discovered during their journey is understanding the importance of a good night's sleep. Lack of sleep is a growing issue, both for employees and their organisations, who face decreased productivity and increased safety risks. GCC Sleep helps your employees identify their 'sleep stealers' and improve the quality and quantity of their rest. Below is an outline of your employees' sleep health post-GCC, based on ranges adapted from the Medical Outcome Study Sleep scale² and the changes compared to pre-GCC results.

Distribution of your employees' sleep health post-GCC:



GCC Benchmark
% with good sleep health

53%

81%

67%

46%

Pre/post-GCC change
% with good sleep health

+61%

+22%

+62%

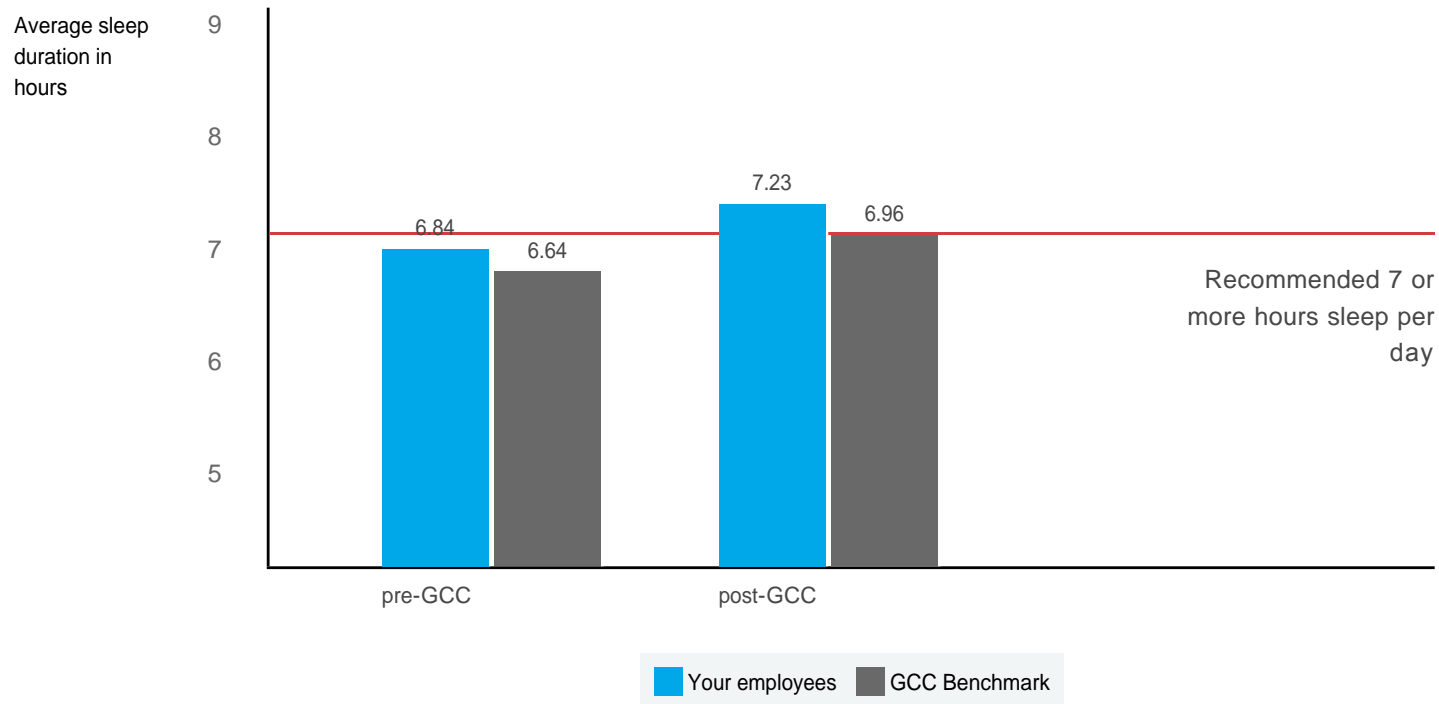
+77%

² Reference available in appendix

SLEEP QUANTITY

Sleep quantity is as important as sleep quality. The American Academy of Sleep Medicine recommends that adults get at least seven hours daily to avoid the negative impact poor rest can have on our health and performance³. The chart below shows the changes in your employees' sleep post-GCC based on their answers to the start and end GCC Health and Lifestyle surveys.

Number of hours slept reported by your employees pre and post-GCC:



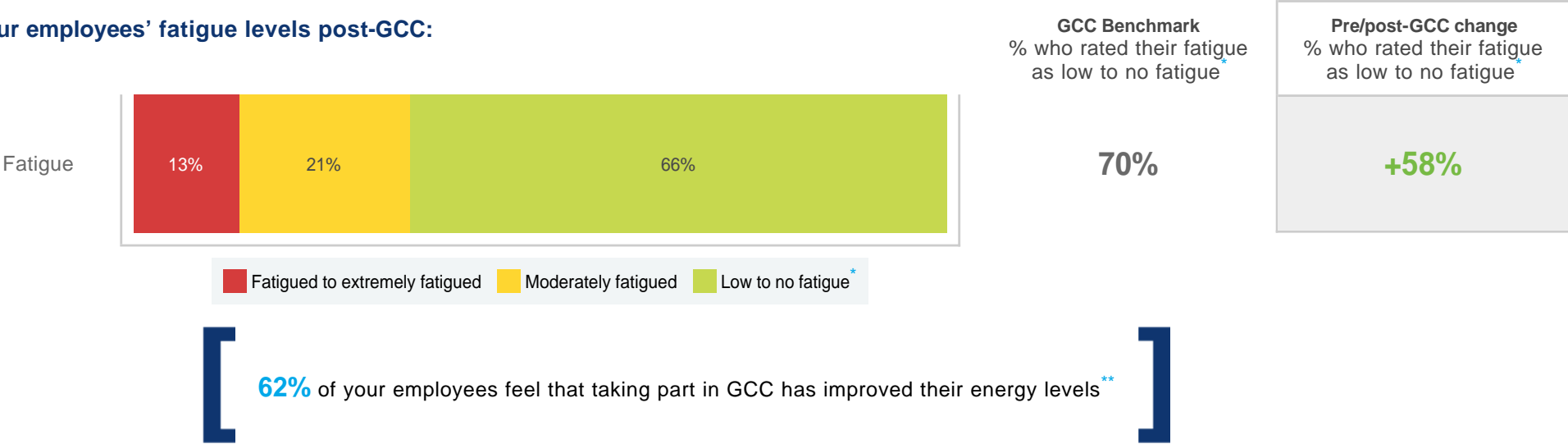
Your employees sleep on average an extra **23** minutes (GCC Benchmark: 19 minutes)
82% of your employees are now getting the recommended amount of sleep vs. 63% pre-GCC (GCC Benchmark: 69%)

³ Reference available in appendix

FATIGUE

Employees' sleep quality is directly linked to their levels of fatigue, which can have a significant detrimental impact on their performance and safety in the workplace. Regular physical activity has been proven to improve sleep levels, combat fatigue and sustain high energy levels⁴. As your employees become more active and sleep better throughout the GCC program, they feel more rested and have more energy.

Distribution of your employees' fatigue levels post-GCC:



⁴ Reference available in appendix

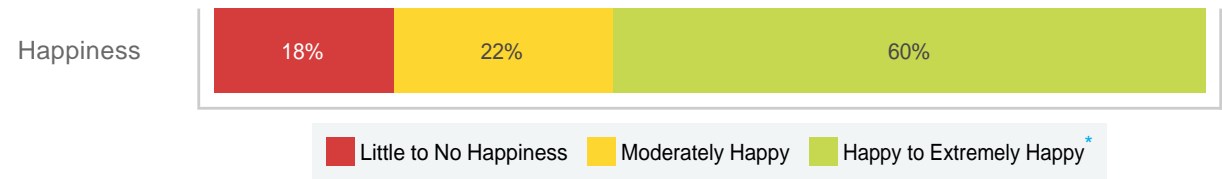
* Ranges based on 7 point Likert items ('low to no fatigue' represents the percentage of employees who have answered low, very low and not at all fatigued, 'moderately fatigued' shows the percentage who have answered moderately fatigued and 'fatigued to extremely fatigued' is the percentage who have answered fatigued, highly and extremely fatigued)

** Data derived from mid-event responses only

PSYCHOLOGICAL WELL-BEING

Our research has shown that through increased physical activity, GCC helps improve employees' psychological well-being, which in turn has a positive impact on their productivity⁵. The charts below show the distribution of your employees' happiness and stress post-GCC and the change compared to pre-GCC results.

Distribution of your employees' happiness post-GCC:



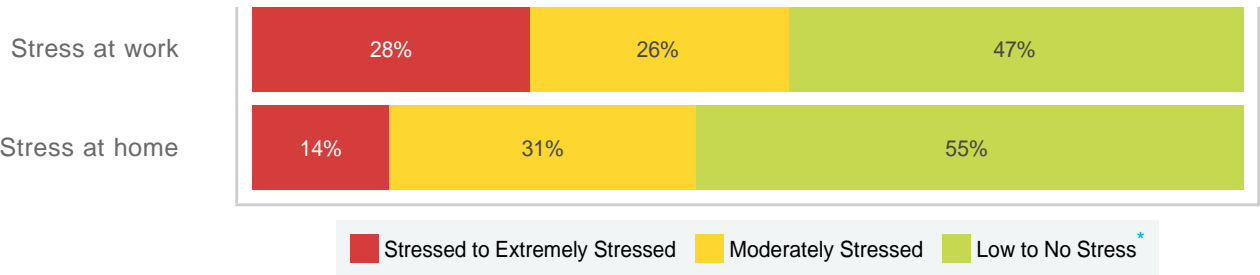
GCC Benchmark
% happy to extremely happy*

67%

Pre/post-GCC change
% happy to extremely happy*

+49%

Distribution of your employees' stress levels post-GCC:



GCC Benchmark
% with low to no stress*

53%

Pre/post-GCC change
% with low to no stress*

+57%

67% of your employees have reported a decrease in their stress levels either at home or at work (GCC Benchmark: 69%)

⁵ Reference available in appendix
* Ranges based on 7 point Likert items.

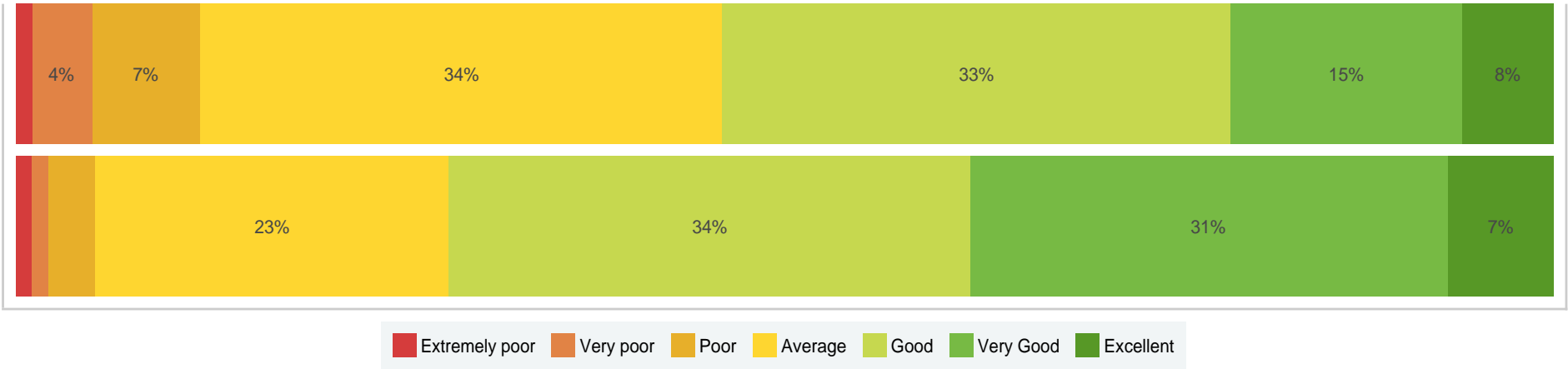
For stress, 'low to no stress' represents the percentage of employees who have answered low stress, very low stress and not at all stressed, 'moderately stressed' shows the percentage who have answered moderately stressed and 'stressed to extremely stressed' is the percentage who have answered stressed, highly stressed and extremely stressed

For happiness, 'happy to extremely happy' represents the percentage of employees who have answered being happy, very happy and extremely happy, 'moderately happy' shows the percentage who have answered moderately happy and 'little to no happiness' is for the percentage who have answered somewhat, a little bit and not at all happy

OVERALL HEALTH SCORES

Through increased awareness and having the tools to form new, healthy habits, your employees have shifted their perception of their overall health. Research consistently shows that there is a strong association between self-reported health and actual health⁶, so when your employees report feeling healthy at work, the groundwork for improved performance and higher engagement is in place.

Distribution of your employees' overall health pre- and post-GCC:



72% of your employees now rate their overall health as either good, very good or excellent vs. 56% pre-GCC (GCC Benchmark: 82%)

⁶ Reference available in appendix

WEIGHT MANAGEMENT

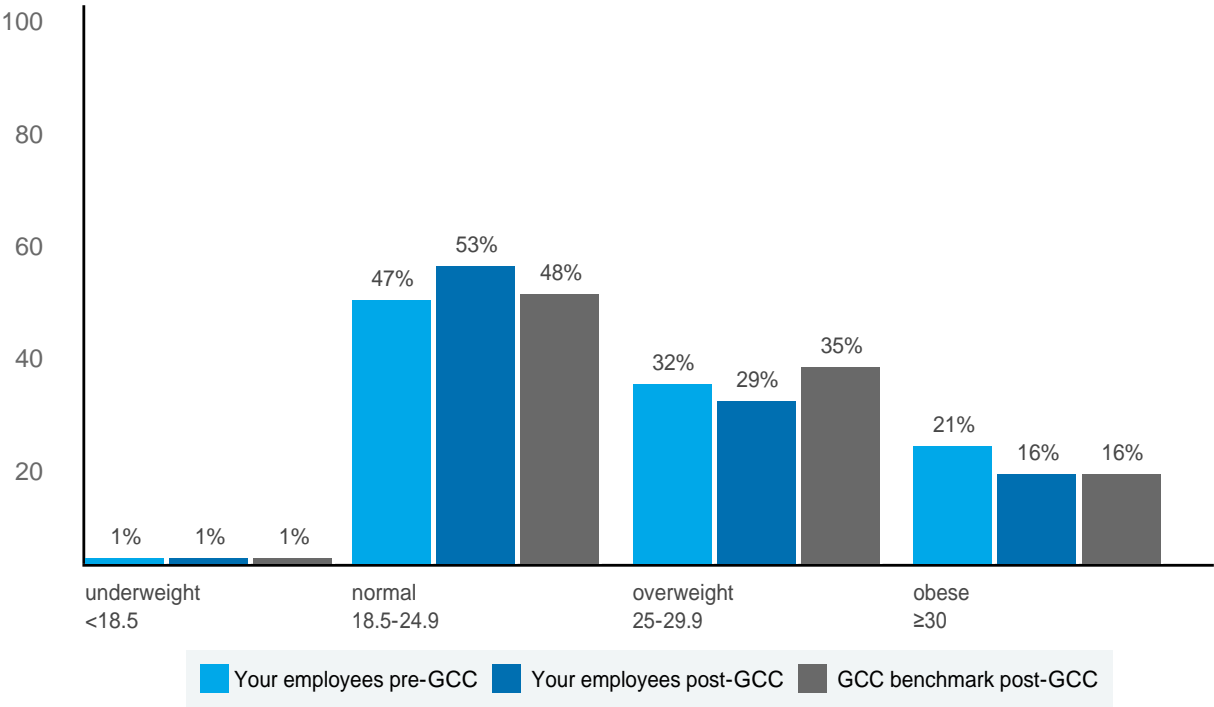
GCC engages not only your fit and active employees, but also those who feel overwhelmed by the prospect of exercise and undoing the habits of a lifetime. These employees have the most to gain and GCC Insights data shows that an increase in physical activity most benefits those GCC participants with a high Body Mass Index (BMI). Through the combination of exercise and the small, sustainable food swaps promoted by GCC Nutrition, these employees maintain sustained weight loss, which directly reduces the risk of type II diabetes⁷, hypertension and heart disease⁸.

	Your Employees	GCC Benchmark
Average BMI Pre-GCC	26.21	26.56
Average BMI Post-GCC	25.68	25.89
difference in BMI	-0.53	-0.67

60% of your employees who tracked their weight reported losing weight. Of those who lost weight, employees reported losing on average **2.7 KG** during the 100 Day Journey.

66% of employees in the overweight and obese BMI categories lost weight. Of those who lost weight, obese and overweight employees reported losing on average **3.6 KG**.

Distribution of your employees' BMI pre- and post-GCC:



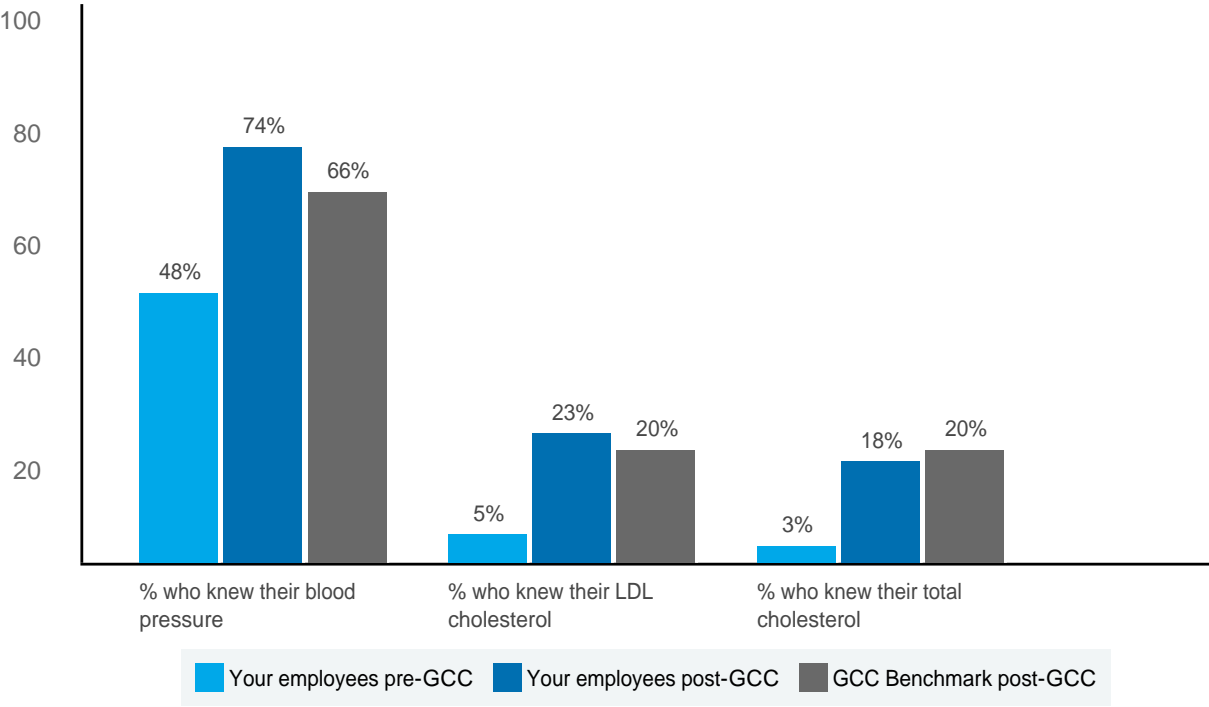
⁷ & ⁸ Reference available in appendix

HEART HEALTH

The GCC Heart Age has been developed to give employees a scientific picture of their heart health relative to their real age. It highlights their cardiovascular risks and provides guidance and support on what they can do to reduce them. Encouraging employees to reach out to their medical practitioners to obtain their numbers is a vital part of managing their risks. Empowering employees with their numbers gives them an accurate picture of their heart health, allows them to understand their risk profile and measure just how far they've come during the program.

	Your Employees	GCC Benchmark
Average Real Age	40 years	40 years
Pre-GCC Heart Age	42 years 2 months	43 years 11 months
Post-GCC Heart Age	41 years 2 months	43 years 1 month

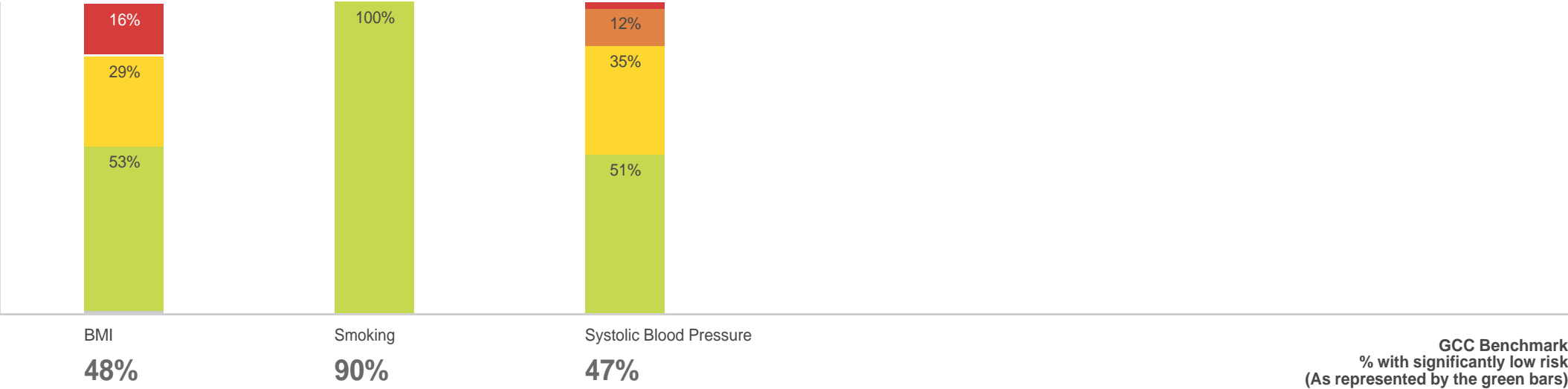
Percentage of your employees who know their biometric information pre- and post GCC:



BIOMETRIC RISK FACTORS

There is a clear link between a person's lifestyle risk factors and the development of disease in later in life. The resulting health problems impact your employees' performance and can negatively impact on your organisation fielding a resilient and competitive workforce. The GCC helps support the reduction of risk factors like those below. It makes health a part of your organisation's culture right now; not tomorrow, when prevention is too late.

Distribution of your employees into risk categories post-GCC:



Obese ≥30

Overweight 25-29.9

Normal 18.5-24.9

Underweight <18.5

Yes

No

High: 140 mmHg and above

Borderline high: Between 130 - 139 mmHg

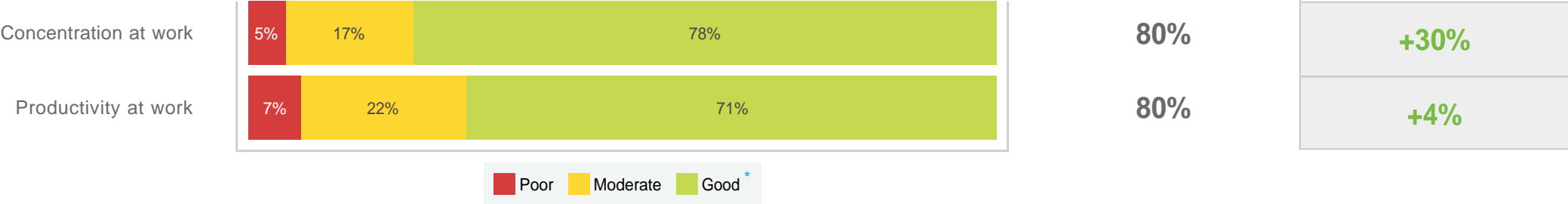
Raised: Between 120 - 129 mmHg

Optimal: Below 120 mmHg

EMPLOYEE PERFORMANCE

By using the GCC's comprehensive, three-step approach to address all aspects of your employees' well-being – including how well they eat, sleep, and how often they move – you have improved both their physical and mental health, helped build resilience and taken steps to improve their focus, productivity and engagement.

Distribution of your employees' productivity and concentration levels post-GCC:



58% of your employees reported an increase in either their productivity or concentration

* Ranges based on 7 point Likert items

For concentration, 'good' represents the percentage of employees who have answered good, very good or excellent concentration, 'moderate' shows the percentage who have answered average concentration and 'poor' is for the percentage who have answered poor, very poor or extremely poor concentration.

For productivity, 'good' represents the percentage of employees who have answered being productive, highly productive and extremely productive, 'moderate' shows the percentage who have answered being moderately productive and 'poor' is for the percentage who have answered low productivity, very low productivity or not at all productive.

EMPLOYER / EMPLOYEE RELATIONSHIPS

As an employer, motivating people and making a culture of health a priority is the first step. When employees see they are part of an organisation that's prepared to invest in their well-being, they do the rest. These positive workplace dynamics have been shown to foster satisfaction, commitment, engagement and loyalty to the employer in the long-term.



49%

of your employees are now more aware of your organisation's commitment to health and wellbeing.*

* Data derived from mid-event survey responses

EMPLOYEE EXPERIENCE

During the GCC, we put your people at the heart of everything we do. We engage and empower them to create a culture of health that grows from the ground up, and our unique balance of science and entertainment keeps participants coming back each year, so that they can continue to improve on the foundations they've built.



71%

of your employees rate their overall GCC experience as either good or excellent^{*}

82%

of your employees would participate in the GCC again^{**}

92%

of your employees would recommend participating in the GCC to friends, family and other colleagues^{**}

^{*} 19% rated their GCC experience as average, 9% below average and 1% poor

^{**} Data derived from post-GCC responses only

GLOBAL TRENDS

With this GCC Insights Final Report, we would also like to highlight key compelling global trends we've identified this year which clearly demonstrate the impact of GCC on employees' health and performance

We've chosen a few of the most powerful trends, but we are committed to producing more in-depth reports as we continue to analyse the data for our program to share with you further valuable insights

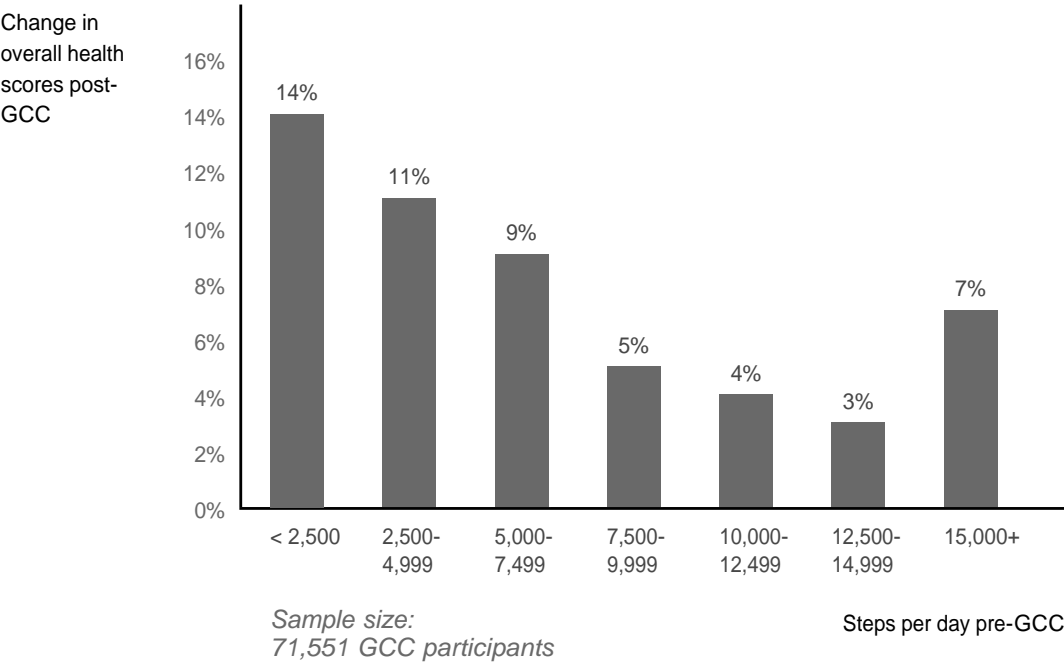
The trends we're presenting in the remainder of this report are for GCC Global data (i.e. all GCC participants who have answered the relevant questions from the GCC Health and Lifestyle survey, not just your employees)

PARTICIPANTS WHO NEED IT THE MOST IMPROVED THE MOST

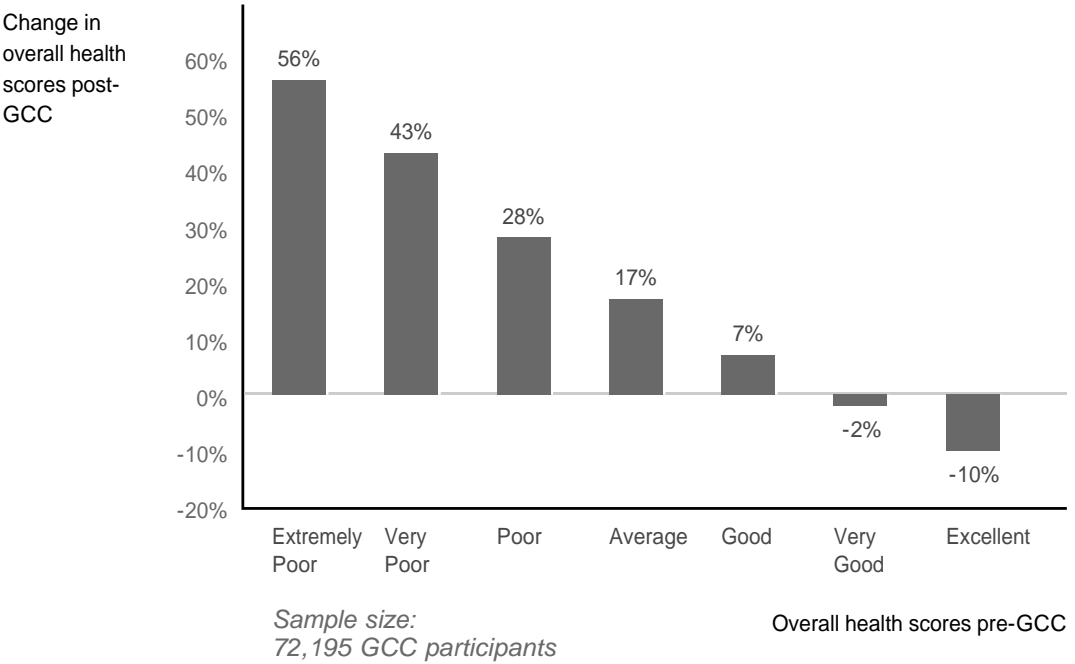
OVERALL HEALTH AND SEDENTARY WORKERS

Our research has shown that by motivating participants to become more active, GCC has a positive impact on the perception of their own health, which sets the foundation for their commitment to long-term behaviour change. This is especially true for those individuals who start from the lowest base. The chart below left shows that the most sedentary participants at the beginning of the program (i.e. those who reported taking the least steps per day on average) reported the biggest improvement in overall health after completing the GCC. In addition, the chart on the right demonstrates that participants who started GCC with the lowest self-reported health rating showed the biggest improvement by the end of the program.

Steps per day vs. change in overall health:



Overall health pre- and post-GCC:

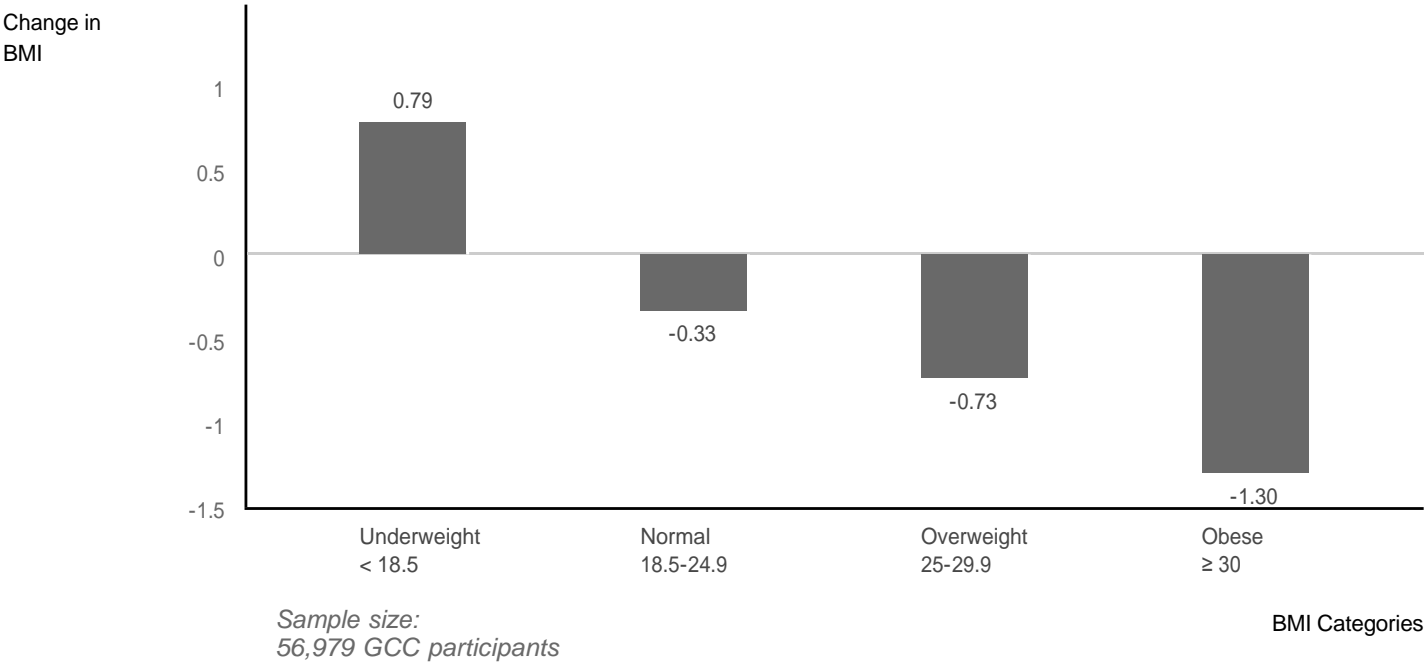


PARTICIPANTS WHO NEED IT THE MOST IMPROVED THE MOST

BMI CHANGES

GCC engages not only fit and active employees, but also those who feel overwhelmed by the prospect of exercise and undoing the habits of a lifetime. However, these participants have the most to gain. The chart below demonstrates that participants in the overweight and obese BMI categories at the start of the program showed the highest BMI reduction over the course of the 100 Day Journey.

Change in BMI pre- and post-GCC:

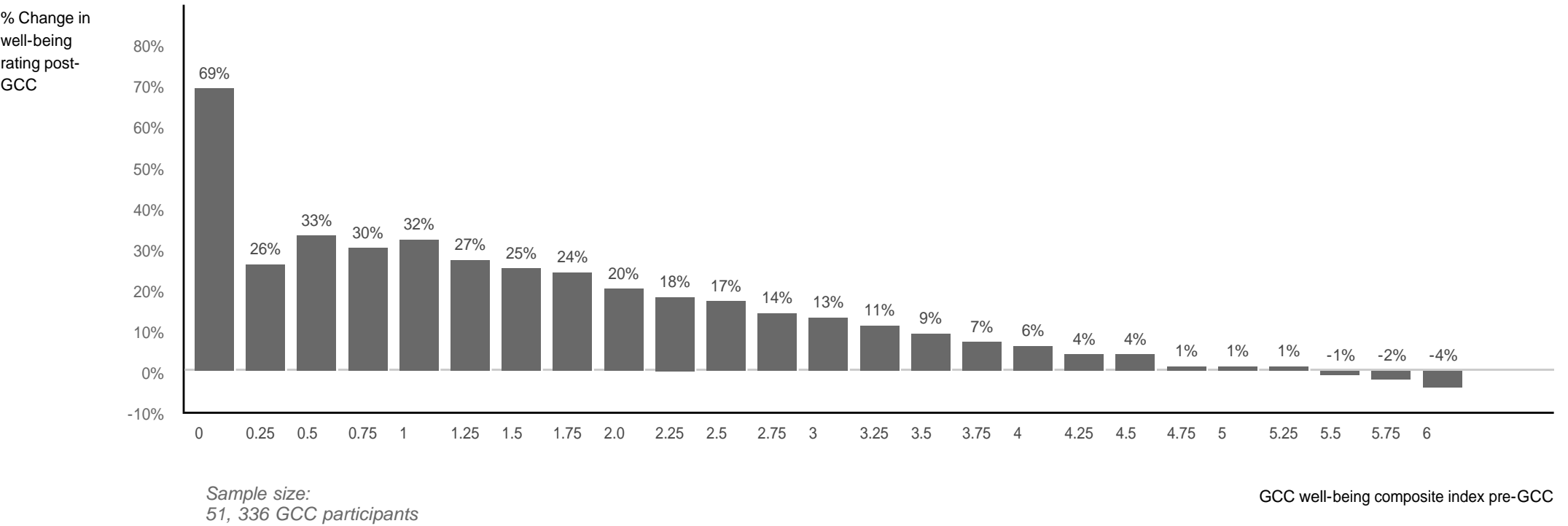


PARTICIPANTS WHO NEED IT THE MOST IMPROVED THE MOST

PSYCHOLOGICAL WELL-BEING

GCC measures psychological well-being with a GCC Well-being Composite Index based on participants' reported stress levels at home and at work, sleep quality and happiness levels. Through increased physical activity and improved sleep, GCC has a positive impact on employees' psychological well-being and this is especially evident when looking at the participants with the poorest psychological well-being at the start of the program. The chart below shows that participants who fell into the lowest well-being index rating showed the most improvement in psychological well-being after completing the journey. An increase in well-being can be seen throughout all indexes, apart from an expected slight decrease in participants who already rated themselves as having outstanding well-being prior to the GCC.

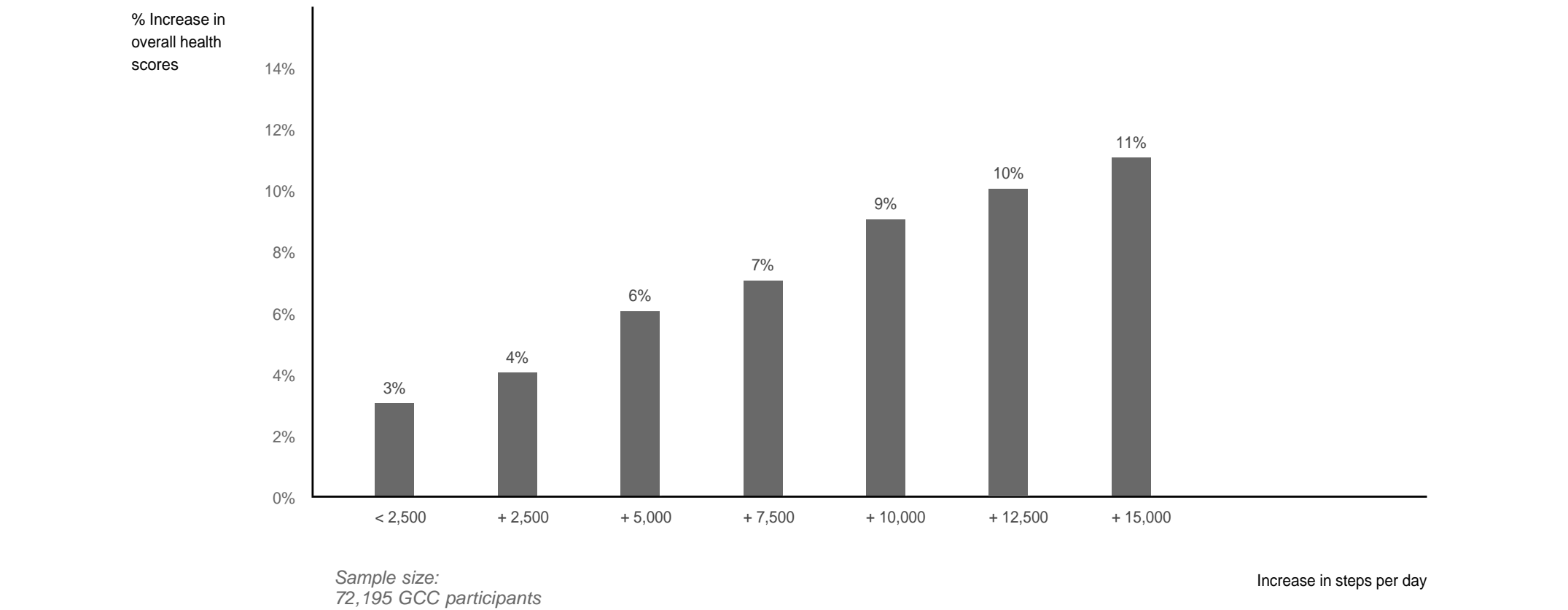
Change in psychological well-being pre- and post-GCC:



DOSE-RESPONSE RELATIONSHIPS

The analysis of the data clearly demonstrates that those participants who are least active (sedentary workers) have the poorest outcomes in all measures. The recognised standard from the World Health Organisation is 10,000 steps per day but, for many participants, this can be daunting. Our data however clearly shows that, regardless of your starting point, it's the incremental improvement in step count which drives the biggest improvement in overall health. This, in medical terms, demonstrates a dose response – regardless of your base levels, the more you improve your activity level, the greater the health outcomes.

Increase in steps vs. increase in overall health scores:

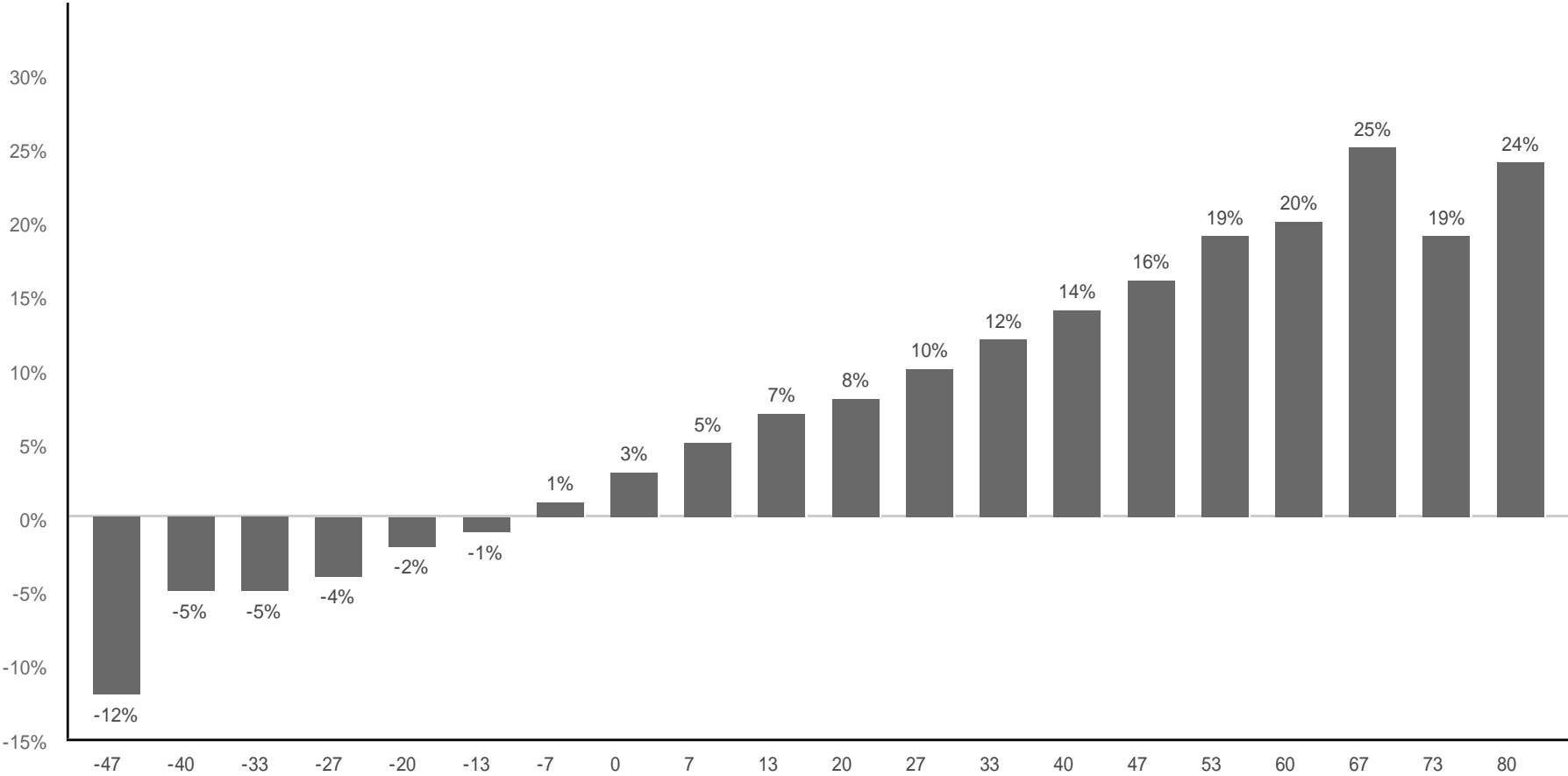


DOSE-RESPONSE RELATIONSHIPS

Our data shows that dose-response relationships also apply between sleep quality and productivity. Regardless of your starting point, the incremental improvement in sleep quality drives the biggest improvement in productivity. The chart below shows how the more participants improve their sleep quality, the higher their increase in productivity rating.

Change in sleep quality vs. change in productivity rating:

% Change in productivity rating (higher is better)



Sample size:
57,285 GCC participants

Change in sleep quality
(higher is better)

CONCLUSION

Congratulations on being one of the increasingly enlightened organisations which are supporting the health of your most important asset – your people

Throughout the year, we aim to produce more in-depth GCC Insights reports to share, valuable insights, new perspectives and practical recommendations to improve the health and performance of your workforce

GCC Insights draws upon the latest aggregated health information and outcomes shared by the 2 million employees that have successfully completed the GCC's award-winning health and performance program. These insights are based on 5,500 of the world's leading companies across 185 countries, combined with the latest independent research in the fields of human performance

For more information about GCC Insights – contact us at insights@gettheworldmoving.com

APPENDIX

1. Weinstein ND (1988). The precaution adoption process. Health Psychol, 7:355-386.
2. The Sleep Scale was developed for the Medical Outcomes Study (MOS), a two-year study of patients with chronic conditions.
http://www.rand.org/health/surveys_tools/mos/mos_sleep.html
3. American Academy of Sleep Medicine & Sleep Research Society, Monday, June 1, 2015, Seven or more hours of sleep per night: A health necessity for adults, <http://www.aasmnet.org/articles.aspx?id=5596>
4. Fatigue ---8. Puetz, T. (2006). Regular Exercise Plays A Consistent And Significant Role In Reducing Fatigue, Psychological Bulletin, November 2006, University of Georgia
5. 2014 GCC Insights Report 'Stress – The hidden threat in every workplace'
info.gettheworldmoving.com/rs/globalcorporatechallenge/images/GCC-Insights-Stress-Report.pdf
6. Health Risk or Resource? Gradual and Independent. Association between Self-Rated Health and Mortality Persists Over 30 Years. Matthias Bopp, Julia Braun, Felix Gutzwiller, David Faeh, for the Swiss National Cohort Study Group. Institute of Social and Preventive Medicine (ISPM), University of Zurich, Zurich, Switzerland
7. Relation of weight gain and weight loss on subsequent diabetes risk in overweight adults, [H. Resnick](#), [P. Valsania](#), [J. Halter](#), and [X. Lin](#)
8. American Heart Association Scientific Statement on Obesity and Heart Disease From the Obesity Committee of the Council on Nutrition, Physical Activity, and Metabolism