

Better Business - Naturally



“ *Continuing research is looking to identify how engaging with nature can create a high-performance culture within organisations, literally saving industry millions of pounds every year in sick leave and below-average productivity.* ”

Personnel Today magazine

Nature has a remarkable impact on us all. Some of the many recorded benefits of being in the presence of nature include reductions in stress, anger and exhaustion, while increasing our energy levels, cognitive functioning and happiness.

Some researchers suggest humans have an innate need to be connected with nature – a state called *biophilia*. However, as commute times and hours spent in the workplace continue to increase, people are spending less and less time in natural environments. As well as affecting our general sense of health and wellbeing, this ‘distancing’ from nature can actually impact on our ability to perform well at work.

Several evidence-based studies have demonstrated that happy people are more productive employees, and that nature is hugely beneficial when it comes to promoting feelings of wellbeing.

Studies also show that time spent in nature has a positive effect on attention span and wellbeing. Consequently, companies that harness its power can create a resilient and productive workforce for the long term. It can also enhance levels of communication and teamwork, leading to further business benefits.

“Being outdoors and surrounded by natural beauty can help employees to unplug and focus on the present moment. This mindfulness can lead to improved concentration and creativity, as well as reducing feelings of anxiety or depression.”

Corporate Wellness magazine, 2023

In a recent article in *Corporate Wellness* magazine which detailed the positive outcomes following a company’s team building weekend in the ‘great outdoors’, the CEO of a US based manufacturing company reported that: “The positive conversations we had (over the campfire) lasted 45 minutes, but they would have taken over 30 hours of meetings to reap the same results. That time together outside of the office was super powerful.”

Environmental psychologists who conducted a nine-year study found that contact with nature can help alleviate mental fatigue and improve the brain's ability to process information. This is particularly relevant in today's work environment in which our increasingly digital modes of working require continuous directed attention.

Essentially our brains were not designed to deal with the multiple channels of communication that many of us experience on a daily basis.

The findings of a 2012 study in which a group of 'white collar' employees spent three days immersed in nature without any technology, showed that half of the participants experienced a significant increase in performance on creativity and problem-solving tasks.

As we can see, a growing body of research shows that employers who encourage and enable employees to engage with nature will create a working environment in which happier people are more productive employees.

So, investing in your employees' health and wellbeing will make them feel more valued, more engaged in their work, and ultimately more committed to achieving your shared business aims.

Help us build your business success... naturally

Wildside can provide employers with tangible opportunities so that their employees can engage with nature in meaningful and enjoyable ways.

Whether through structured events such as team building days, adventurous activities such as canoeing and orienteering; volunteering programmes to help improve local habitats, or more relaxed ventures such as forest bathing, Wildside can offer a range of employee health and wellbeing programmes suited to the needs of every business.

Help us build your business success... *naturally*. Talk to us about developing employee health and wellbeing or corporate volunteering programmes for your organisation.

Get in touch

For more information about visiting Wildside or how we can work together, please contact us:

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