

# AXIÓNATE : LET'S MOVE!

About 60 % of Axon' Interconex staff are obese or overweight. This is quite common in Mexico. This situation has led the subsidiary's managers to launch the Axiónate programme (the translation of Axiónate is let's move). Objective: to help the staff to lose weight and be fitter.

**S**tarted in summer 2015, the 15-week programme which is part of the Corporate Social Responsibility (CSR) has 5 objectives: motivate the employees to practice sport, drink, eat healthy, encourage exchanges and improve the quality of life. A competition with an award was created to motivate participants.

## Teamwork

Teams of 3 staff from different departments and led by a leader were formed. The leader selected was a colleague who already practiced sport. An approved coach measured the fat percentage of employees and fixed objectives for everyone. Fruits were put at the disposal of the employees in order to avoid eating snacks between meals. Dressed with a sport tee-shirt given by the company, each employee took



The winning team : Elena Maldonado, Carolina Martínez, Rocío López, Joel Morales, Guillaume Hannequin

part in a 5-km course. Different teams took part in yoga courses and ping-pong games. At the end of these 15 weeks, the winning team was the one who lost the most fat percentage and obtained results which came closer to the target given by the coach. The staff who lost the most weight were rewarded too. For Axon' Interconex, the

goal has been reached: 100% of the employees took part to the challenge, which represents 14 people (plus 7 relatives). The percentage of overweight people decreased. Teamwork was very much appreciated by everyone and significantly improved the working atmosphere.

**Sandrine HERMANT**



Dolores Hernández: First Prize