Developing a more dynamic you

Dynamic U

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Overview of Muncie Power Products

Description of Company
Muncie Power Products was founded in 1935. The company originally produced truck parts, but began manufacturing Power Take-Offs (PTOs) and hydraulic components when Hamer Shaffer took over the company after World War II. Muncie Power Products became one of the largest PTO manufacturers in North America in the 1970s. The company has eight locations with the headquarters being located in Muncie, Indiana (“Muncie Power Products,” n.d.). These different locations include an extensive network of independently owned warehouses that stock, sell, and service their products. The pace that Muncie Power Products is improving their products and services is still expanding due to the increasing investments in engineering and technology (“Muncie Power Products,” n.d.).

Employees
There are around three hundred people who work for Muncie Power Products. There are one hundred and fifteen workers that are located in the Muncie area either working at the headquarters building or the Pershing warehouse. The average age is forty-six and most employees are male. The approximate ratio is 80% male to 20% female. Most women who work for Muncie Power Products have an office or administrative role. In Muncie, the turnover is low, but in Tulsa turnover is higher because there are other job opportunities.

Mission Statement
The mission of Muncie Power Products’ Wellness Program is to assist employees in enhancing or sustaining their overall health and well-being. Through the Wellness Program, will work to establish and maintain an environment that encourages and supports awareness and education for a healthy lifestyle while enhancing our employees’ quality of life utilizing all dimensions of Wellness (“Muncie Power Products,” n.d.).

Vision Statement
The vision of Muncie Power Products Wellness Program is to help and assist employees to perform at their best and enable Muncie Power Products to be an industry leader in both quality and customer service. Muncie Power Products is committed to providing opportunities for healthy behaviors both inside the workplace and outside the workday and to become a resource for employees in achieving a healthy lifestyle (“Muncie Power Products,” n.d.).

Wellness Mission Statement
Strategic focus for this team is “engaged people” who understand and appreciate the importance of overall wellbeing. Muncie Power Products strives to be the leader in the industry as well as a leader in the workforce and the community. Currently, we have several functional teams and departments in place, but believe a focused group would further our growth towards a healthy, interactive and productive workforce who gives back and takes pride in themselves and in the community in which they work (“Muncie Power Products,” n.d.).
Dynamic You

Description

Muncie Power Products uses eight dimensions of wellness. These dimensions include: intellectual, physical, social, environmental, occupational, spiritual, emotional, and financial. Dynamic You was developed to support the overall well-being of Muncie Power Products’ employees throughout the year. Before this initiative was developed, Muncie Power Products administered a survey to company employees. The results showed that 93% of employees who responded to the survey had an interest in “learning about healthier living practices and taking better care of myself and my overall well-being”. Dynamic You will support overall well-being through spreading awareness information in existing newsletters, utilizing the break room bulletin board, and offering lunch and learns.

Monthly awareness activities were created to support each dimension of wellness. Specifically, employees expressed an interest in learning more about financial wellbeing, volunteering, and managing stress. Employees also indicated that they would be more likely to participate in the program if they received recognition or participated as part of a group. Each time an employee participates in an activity, he or she will receive a sticker for the back of his or her name tag. At the end of the year employees will get a participation certificate if they have at least six stickers.

Mission Statement
The mission of Dynamic You is to foster interest and encourage the employees to expand their current knowledge and awareness of wellness topics.

Vision Statement
To create and sustain a healthy professional culture that educates, motivates, and empowers the employees of Muncie Power Products to adopt and maintain a healthy lifestyle that can improve their overall well-being.
Target Audience
Ron Swanson:
Ron is a 42 year old man who hates participating in anything. He isn't open to trying new things and will not eat fruits and vegetables. He enjoys eating meat (especially red meat), woodworking, drinking whiskey, camping, hunting, and other manly activities.

Jerry Gergich:
Jerry is a 56 year old man who will willingly participate in activities, but it isn't likely that he will take anything to heart. He is the fool of the office. Ron describes Jerry as both a “schlemiel” and the “schlimazel,” which means he is both the person who spills soup on himself and the one who soup is spilled on.

Leslie Knope:
Leslie is a 34 year old woman who is kind, caring, and very passionate about all causes. She is very driven, dedicated, and involved in many charitable organizations. She will be the champion of the Dynamic You initiative.

Objectives
To improve knowledge and awareness of overall wellness and health topics through education and promotion.

Goals
- Increase opportunities for employee socialization by creating monthly activities.
- Have at least ten people participate in awareness activities by the end of the year.
- Motivate eight employees to make healthy behavior changes through education of awareness topics throughout the year.
- Increase employee awareness of the eight dimensions of wellness by 5% by the end of the program.

Tactics
- Develop monthly awareness topics
- Deliver awareness topics through email
- Educate employees on monthly awareness topics
- Conduct lunch and learns that feature TED talks
- Decorate bulletin boards to coordinate with awareness topics
- Provide opportunities for employees to offer feedback for future awareness topics

Logic Model
Situation Statement: Muncie Power Products has committed to an employee wellness program. Muncie Power Products has reached out to the Fisher Institute to help design a comprehensive employee wellness program. The initial focus of the Dynamic You program is to increase the awareness of monthly topics that are related to the eight dimensions of wellness.