

Porsche Consulting: Advent of the Walking Meeting

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06/09/2018 New WHO study warns of lack of movement.

A quarter of the global population does not get enough exercise. This increases health risks, such as heart attack, stroke, diabetes and cancer. This is the result of a new study by the World Health Organization (WHO). People, especially in industrialized nations, sit too much. Those employed in office environments are particularly affected. “It doesn't have to be like this,” says Dr. Wolfgang Freibichler, Partner at the management consultancy Porsche Consulting. “Progressive companies reduce the number of meetings held in conference rooms. Instead, participants make appointments for walking meetings – walking tours around the company office,” says Freibichler. “Most people are more communicative and decisive when they are in motion and in fresh air,” observes the expert for New Work. He employs the Nudge method. By using various “Nudges”, employees can develop their creativity and capacity for innovation more freely. And promote their own health.

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