



TURCK

TURCK is a leading manufacturer in the field of industrial automation technology. Founded in 1975 by two German brothers, it is now a global company with more than 3,200 employees working in 25 locations. At its primary U.S. location in Minneapolis, TURCK employs about 500 employees. This workforce is very ethnically diverse, with 33 different languages spoken.



PROGRAM GOALS & HISTORY

Like many health promotion programs, the *LifeWorks@Turck* program was developed incrementally. The company was doing a variety of things for workplace health promotion before the program was officially started and branded in 2003. As its name suggests, the program has a broad focus that extends beyond health to include social, financial, and community wellbeing, as well as educational and professional growth.

"This is the way TURCK treats its people; we don't think of it as a wellness program; it's the way of life"
~ TURCK employee

PROGRAM DESIGN

Programs/Activities:

- Health risk assessment (HRA) and biometric screenings
- Group stretching and walking breaks
- On-site health coaching
- On-site smoking cessation program
- Free membership to fitness facilities across the street, for employees and family members
- Flexible scheduling options
- Matching up to 2 days of paid time off (PTO) per year to volunteer and up to \$100/employee for charitable giving
- Wallyball games
- Tuition reimbursement

Environmental supports:

- Free on-site health clinic
- On-site pharmacy
- Indoor walking path

Incentive design:

- Participation-based incentives – i.e., financial incentives for completing an HRA, being up to date on biometric screenings, completing 1:1 coaching, and goal setting.
- The financial incentives are not emphasized in employee communications; instead TURCK focuses on tapping into employees' intrinsic motivations to take care of their health.

LEADERSHIP COMMITMENT

The leadership at TURCK is fully committed to the *LifeWorks@Turck* program and will argue that regardless of any calculable return on investment, it is "the right thing to do." Leadership aims to have an employee base that is happy and healthy. It sees that with a strong wellness program in place, employees are more engaged, turnover is low, and employees are more productive.

CULTURE OF HEALTH

LifeWorks@Turck is not just a program, but a culture of wellbeing and an all-around supportive, caring, family environment that dominates at TURCK. With the close-knit atmosphere of a family-owned business, the company demonstrates a very strong commitment to the people who work there.



EMPLOYEE ENGAGEMENT

Employees at TURCK are very engaged in the *LifeWorks@Turck* program and, more importantly, they are very engaged in their work and feel connected to one another and committed to the company. An anonymous well-being survey found 93% employees report strong agreement to the statement, “I give my best effort every day,” and 91% report strong agreement to the statement, “I put in extra time and effort as needed to do my work effectively.”

MEASUREMENT AND EVALUATION

There is no focus on traditional metrics at TURCK. In keeping with the goal of the program, the measures most often examined are employee satisfaction, engagement, and turnover. Since 2010, turnover rates have been 1-4%, significantly below industry averages of 11-13%.



LESSONS LEARNED / CHALLENGES

The *LifeWorks@Turck* program developed incrementally over several years with significant input from employees. Over this time, program managers have emphasized the importance of establishing a clear communications strategy. The approach of “build it and they will come” proved ineffective. For example, when the company first opened its onsite health clinic, employees were very skeptical of the facility and the clinic sat mostly unused.

STRENGTHS/KEY SUCCESS FACTORS

A key strength of TURCK’s program is that it is ingrained in the culture of the organization, with strong top-to-bottom buy-in. Leadership has made an effort to find out what is meaningful to employees and build a multifaceted program that addresses the broad spectrum of employee needs.

LINKS

<http://www.turck.us>