

# ***The Road Warrior* will make your employees happier and more productive.**

**The Road Warrior: A Practical Guide to Maintaining Your Health, Productivity, and Sanity While Traveling for Work** is a valuable training document that can teach even the most seasoned business traveler to improve their environment, lifestyle, and work output while on the road.

## *Really? A Book About Being Healthy?*

Yes. Work travel is one of the most physically and mentally demanding things an employee can do. Long hours, high-stress situations, suboptimal work environments, limited access to exercise equipment, and poor food choices all make traveling employees—employees critical enough to your business' success that they need to get on an airplane to do their job—less happy, more stressed, and critically, **less productive** than their homebound counterparts.

These detriments are quantifiable. In a series of studies, regular business travelers self-reported a 12% increase in stress, an average of 2.5 hours less sleep per week, and a 20% drop in overall productivity. Put another way, travel can produce the same productivity loss as an employee taking every Monday completely off, forever.

Employee wellness interventions, including simple educational ones like this book, can dramatically improve these and related metrics:

- **Healthy employees work more, and harder.** 40 percent of workers say they are encouraged to work harder and perform better and 26 percent miss fewer days of work by participating in such programs.<sup>1</sup>
- **Healthy employees cost less.** Every dollar invested in preventative wellness program yielded \$6 in health care savings<sup>2</sup>
- **Healthy employees are more productive.** Happy and healthy employees (those who have experienced positive outcomes from wellness programs) are more than three times as productive as their colleagues<sup>3</sup>

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<sup>1</sup>The Principal Financial Well-Being Index <sup>SM</sup>, Q4 2010. <http://principal.com/wellbeing>.

<sup>2</sup> *ibid.*

<sup>3</sup> “Employee wellness can translate to more profit” by Catherine Turvill, *The Inquirer*, 2012. <http://business.inquirer.net/81028/employee-wellness-can-translate-to-more-profit>

- **Healthy employees don't leave.** Organizations with highly effective wellness programs report significantly lower voluntary attrition than those whose programs have low effectiveness (9% vs. 15%). Companies with no wellness programs do even worse.<sup>4</sup>

### *Generic Wellness Promotion Is Not Enough*

While this data may be new to you, the underlying ideas likely aren't—according to the statistics, it's very probable you have some kind of existing wellness program already. But: is it good enough? *Does it have any specific interventions or support for your travelers?*

Travelers are a special group with specific needs and challenges. Specific challenges require specific solutions.

A book like **The Road Warrior** (and its associated worksheets) is an effective population-specific adjunct to a more comprehensive wellness program. It's even useful as a quick win while more comprehensive programs are implemented. It's a direct, tactics-packed book that will allow you to have healthier, happier, and more productive employees as soon as next week.

Furthermore, this book is just as valuable a training document as any book about management strategies, technical skills, or workplace productivity—perhaps even more so. While role-related training materials quickly become obsolete and may only marginally improve an employee's output, this book contains an entirely new collection of skills backed by the last 50+ years of health, nutrition, and behavioral design research that have the ability boost employee satisfaction, output and retention across the board.

If you'd like to buy multiple copies for your team at a discount, or discuss the possibility of bringing Coleman (the author) and his team in to assess your workforce's specific needs and provide recommendations for improvement, both are available. Reach out to [inquiries@theroadwarriorbook.com](mailto:inquiries@theroadwarriorbook.com) for more details.

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<sup>4</sup> "What's the hard return on employee wellness programs?" by Leonard L. Berry, Ann M. Mirabito, and William B. Baun, *Harvard Business Review*, 2010. <https://hbr.org/2010/12/whats-the-hard-return-on-employee-wellness-programs>