

Managing Director follows in the footsteps of Victoria Beckham to keep staff in 'tip top' shape

Celebrity trainer keeps workers on their toes



Work starts in the gym....members of Strand Technology are put through their paces as part of a plan to promote a healthy workplace.

A PERSONAL trainer, who has worked with stars such as Victoria Beckham, is now helping staff at a leading I.T. company keep in 'tip top' shape.

Fitness and lifestyle trainer Adam Francis – who has worked with footballers and TV soap actors – was hired by Strand Technology to help the company create a healthy workplace. And Adam is now busy ensuring its 15-strong workforce keep at the peak of fitness ...devising individual nutrition and exercise plans for each member of staff. Trainer to the stars Adam began putting the Strand software development team through their paces several months ago. Even Strand's Managing Director Graham Phillips has got involved – losing five and a half stone in just six months.

"This sort of training increases endorphin levels in the brain which raises your self esteem, sharpens the

REPORT BY
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mind and increases your energy levels," said Adam.

"The Strand team have thrown themselves into the programme with true determination – and they are already feeling the benefits," he added.

Culture

Strand Technology is based in Warrington and develops computer software for the NHS.

Graham Phillips said: "We are working closely with the NHS and believe we should be leading the way with healthy lifestyles and incorporating exercise into the office culture.

"And it's worked – we're all feeling in great shape...and have lost a combined weight of 12 stones!"



Dave Hannam, Strand's Sales Director.



The Strand Technology team: In great shape and ready for work.

To contact Adam Francis, ring Genesis on 0845 660 7926. Adam is based at the Alive and Well gym in Birchwood, Warrington.

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