



INNOVATION

At the top of their voices

TWO SINGERS HAVE launched a unique business aimed at reducing workplace sickness and motivating staff. The brainchild of singers and vocal coaches Georgina Jones and Andrea Beardshaw, Inspire provides vocal health sessions aimed at motivating staff, team-building and reducing sickness and absenteeism.

Inspire is working with Admiral Group at its Cardiff headquarters, developing a choir of more than 40 staff members (pictured) through a monthly two-hour singing session over a six month period. They also plan to provide vocal health training sessions at inductions

for all new call centre employees at Admiral, where Inspire give staff professional support and training on how to use their voices effectively, prevent sore throats, manage infections and other vocal issues that may affect their work.

Setting up a choir in your centre is not only fun, it can also help reduce absence, says Beardshaw: "Singing's proven health benefits include boosting the immune system through the release of nitric oxide, as well as releasing mood-lifting endorphins, benefitting staff's overall welfare in the workplace, and reducing sickness."

www.singandinspire.com

