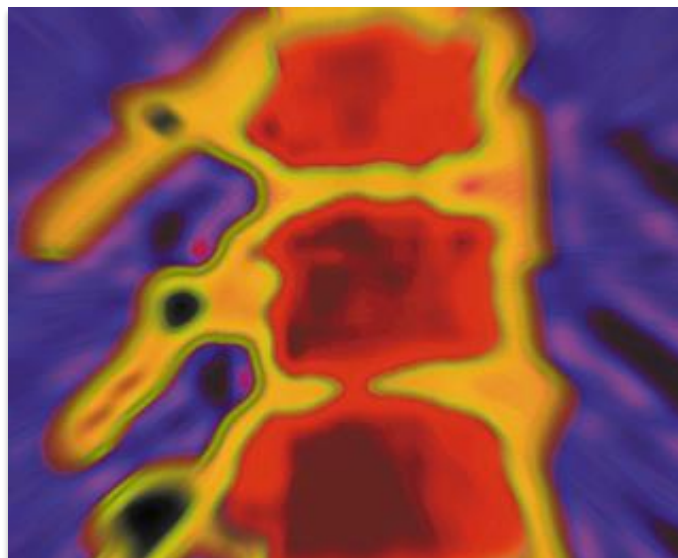


# Fit throughout the job – making ergonomics perceptible



**Björn Teigelake & Sabine Schoening**

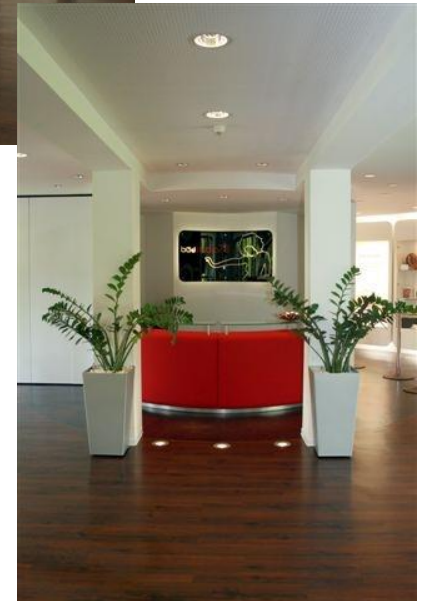
Modellvorhaben und Kooperationen

Hamburg, 12.10.2017

**Let's go.....**

# BGWstudio78





# The idea

Hairdresser  
**creative- and fashionsector**

**BGWstudio78**

**Target group - specific**

**Concept of Speech**

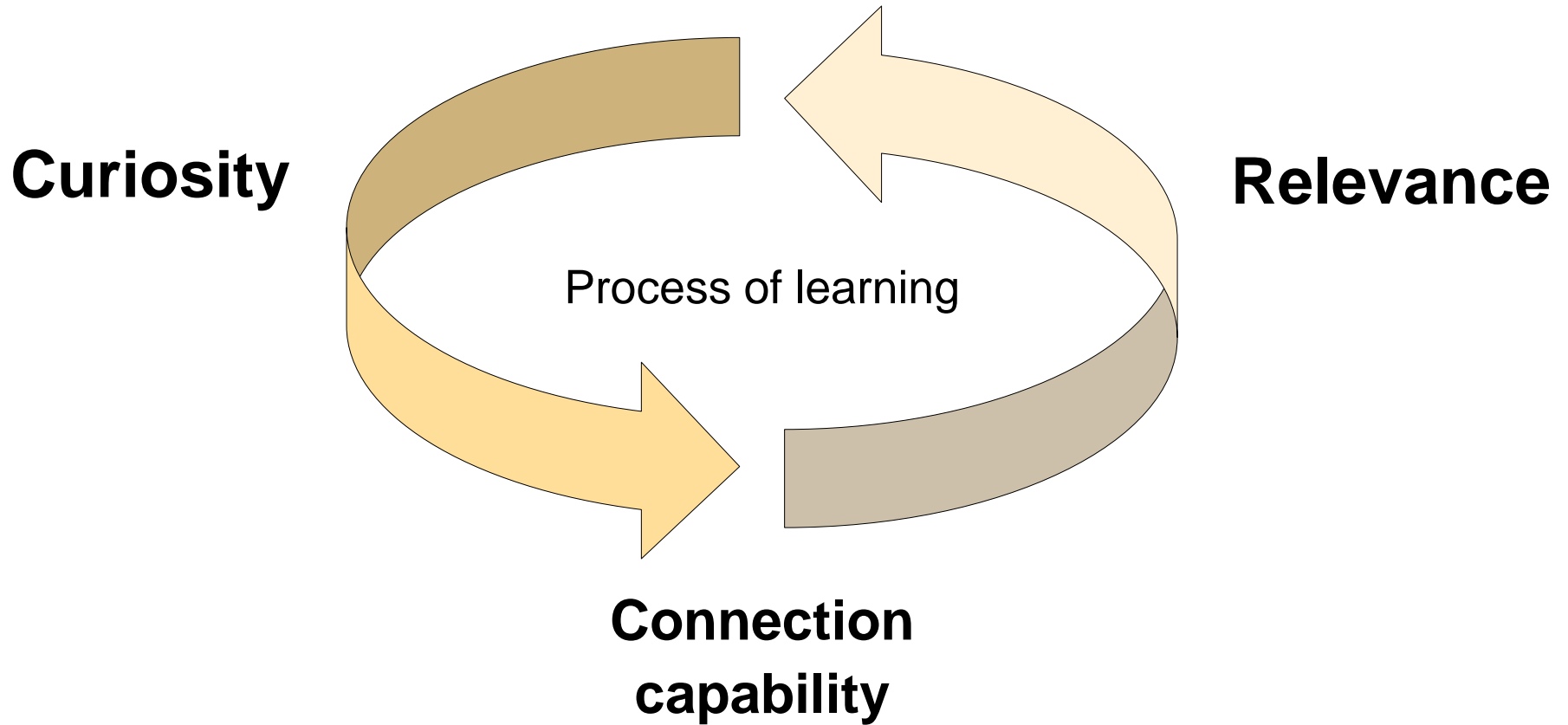
**BGW**  
**Authority**  
**Ergonomy**

# Innovative sector-specific concepts of speech

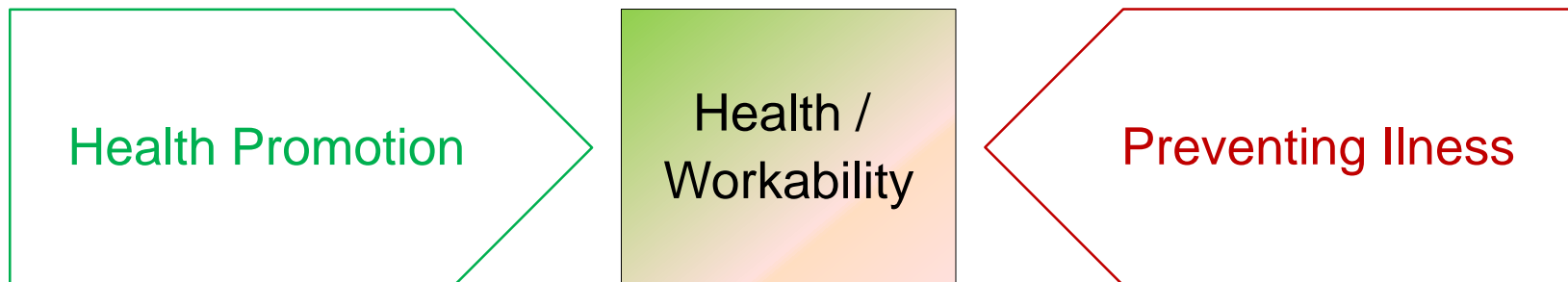
- Seminar program with specific themes for hairdressers
- The specific content is connected with prevention-topics
- Practising, testing and trying during the seminar
- Hairdressers realize their insurance as a service provider and point of contact in the matter of health



# Adult education – conditions for learning



# Ressource-based approach / concept



Point of  
view:

- What keeps healthy?
- What are circumstances to promote workability?
- How to improve working conditions?
- „What is possible?“

- What matters cause illness?
- What are circumstances inhibiting workability?
- What leads to bad working conditions?
- „What is not allowed?“

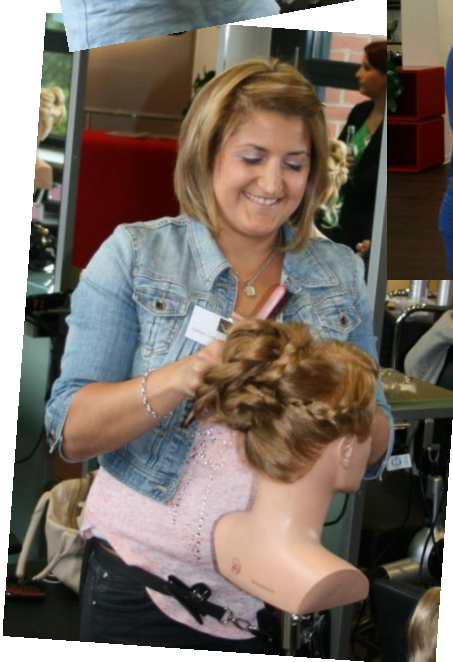


# Natural Upstyle / Classic elegance

- Updo – hairstyles and ergonomics
- Participation fee € 59,00
- Teamteaching with a hairdresser and a health-trainer
- Guideline: „The best movement is the next movement“
- The aim is working with the possibilities of our participants



# Natural Upstyle / Classic elegance



The seminar

# Natural Upstyle / Classic elegance



Does it already  
hurt somewhere ?

# Natural Upstyle / Classic elegance



Model of a  
spinal column



Keep it simple to  
imagine



# Natural Upstyle / Classic elegance



Combining style with  
health. Change it ...

# Natural Upstyle / Classic elegance



Everything in the  
right place

# Natural Upstyle / Classic elegance



Feel the difference

# Natural Upstyle / Classic elegance



Take a seat



# Natural Upstyle / Classic elegance

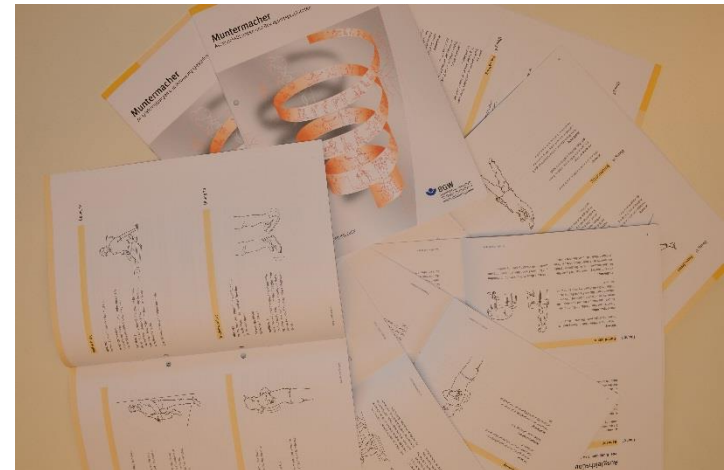


Listen and try

# Natural Upstyle / Classic elegance



„The best movement is the next movement“



# Change of behaviour

- positive approach and ressource-based setting
- motivation and interest
- decision
  
- .... and sometimes just do !
  
- If you do it, you will perceive it. When it feels good, you want more. The repetition of doing leads to new and healthy routines.