

Need a Nudge?



OFFICE NUDGES TO EMPOWER WELLBEING,
MOVEMENT AND HYDRATION AT THE
WORKPLACE



KRUKOW



Office Nudges to ensure wellbeing, movement and hydration at the workplace

Healthier Workplaces Through Nudging

Around the world, more and more people lead sedentary lives—spending long hours in office chairs and recliners. Inactivity increases the risk of muscle and joint injuries, tension, and fatigue. Our bodies are designed for movement, yet our minds often forget, ignoring signals until discomfort turns into injury. Equipment alone—like adjustable desks that rarely get adjusted—is not enough. What’s needed are smart, practical solutions that make healthy choices effortless. That’s what this catalog offers: inspiration and tools to prevent musculoskeletal disorders through small, well-placed nudges. These solutions integrate seamlessly into everyday spaces—by desks, in hallways, or at the copy room—encouraging movement by design.

The catalog introduces practical nudge tools, complete with instructions for implementation.

They are built on two simple premises:

1. Varied sitting and standing prevent strain.
2. Standing and walking more boosts circulation and energy.

The Science Behind Nudging

The solutions in this catalog are based on more than a decade of Krukow’s field pilots and deep expertise in applied behavioral science. A nudge—literally “a gentle push”—works with our habits, psychology, and attention. Instead of relying on what we know we should do, nudges change surroundings so the right choice becomes the easy one.

Nudging draws on cognitive psychology’s two thinking modes:

- Conscious thinking: deliberate, effortful, and limited.
- Subconscious thinking: fast, intuitive, and habit-driven—our default in daily life.

Because conscious focus is scarce, nudges align with subconscious thinking, making healthy behavior automatic.

What Makes Nudges Work

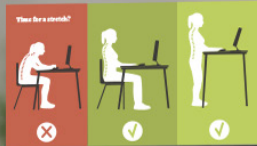
Through years of applied projects, Krukow has identified three qualities of effective nudges:

- Contextual – Solutions appear exactly where and when they’re needed, not in training sessions we may forget later.
- Intuitive – They are simple, natural, and effortless to act on.
- Feedback-Oriented – They make invisible risks visible, like turning the long-term effects of sitting still into immediate cues for action.

A Practical Approach

Nudging isn’t about radically changing people—it’s about designing environments that work with human nature. At Krukow, decades of practice-based research show that contextual, intuitive, feedback-driven solutions create lasting behavioral change.

The result? Scientifically sound tools, proven in real workplaces and communities, that make healthier habits the easy choice.



The desk and computer nudge

Sitting for long periods puts strain on the body, but the problem is we don't notice until it's too late—when stiffness, back pain, or even injuries set in.

The Nudge Solution

Our behavior is shaped by habits and surroundings. Sitting becomes the default at work, reinforced by the fact that everyone else is doing the same. Because the body's own feedback comes too late, nudges provide artificial feedback: clear visual cues that act as instant reminders. Bright, intuitive graphics cut through distractions and prompt adjustment in the moment. The Desk and Computer Nudge targets sit-stand desks, providing the timely feedback our bodies can't. Signs encourage us to stand up more often and straighten our posture, making invisible risks visible.

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Nudging elements:



How to use it

- Print the fold-up labels in a size that fits your computer screen or desk.
- Place them on the top left corner of the screen, beside the desk's height-adjustment buttons, or on the desk corner, phone, or a similar spot.



The office space nudge

Most of us don't drink enough water during the day. Forget strict "rules" like two liters—a better approach is simply to make water easy and natural to reach for. Staying hydrated not only boosts wellbeing but also prompts us to get up and move when refilling.

The Nudge Solution

Research shows two key drivers shape our choices:

- Visibility – We consume more of what we can see.
- Decision points – We choose more deliberately when prompted, rather than acting automatically.

By placing water in plain sight, drinking becomes the effortless choice.

Provide transparent jugs, bottles, or dispensers with glasses where employees can easily see them. Keep them refilled, fresh, and hygienic throughout the day.

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Nudging elements:



How to Use It

- In the office space: Place water jugs and drinking glasses close to desks so they're always visible to staff members.
- In the cafeteria: Place water jugs and glasses near exits so employees naturally bring water back to their desks.



The unseen areas nudge

Stretching has clear benefits, but in many workplaces it feels awkward—or even unprofessional—to stretch at your desk under the gaze of colleagues.

The Nudge Solution

Office norms are shaped by what others do around us. Since stretching openly often feels unnatural, the solution is to use spaces where those norms are weaker—like toilets, copy rooms, hallways, elevators, tea kitchens, and locker rooms.

In these “unseen” areas, large, colorful posters with simple, action-oriented visuals make stretching obvious and inviting.

The unseen areas nudge introduces vibrant posters showing clear stretch movements. Placed in the right spots, they provide timely prompts when stretching feels most natural.

Nudging elements:



How to Use It

- Print all 3 nudge posters.
- Place them in unseen areas such as the restroom area, kitchenettes, locker rooms or elevators.
- Place the nudge posters near mirrors for added impact (looking in a mirror strengthens our intention for well-being). Remember that life-size posters work best.



The copy room nudge

We all need to stretch during the day, but doing so in open office areas often feels awkward. Tea kitchens and locker rooms aren't always ideal for a stretch, which is why this nudge focuses on the copy room.

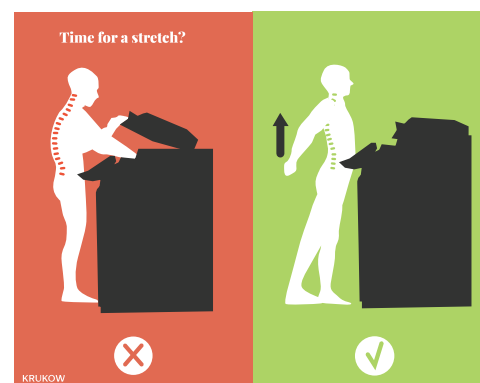
The Nudge Solution

Workplace behavior is shaped by what feels "normal". Stretching in front of colleagues or visitors may feel unprofessional, but in spaces like copy rooms, hallways, or elevators, expectations are more relaxed. Here, large, colorful posters with simple visuals act as clear prompts, making stretching natural and easy.

The Copy Room Nudge uses vibrant posters that demonstrate specific stretches. Positioned by the copier, they provide the right cue at the right time.

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Nudging elements:



How to Use It

- Print the green-and-red nudge poster
- Place above or beside the copy machine
- Place at eye level for maximum effect



The staircase nudge

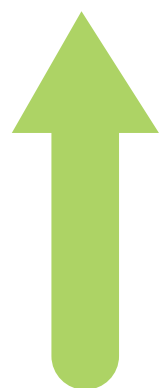
Even when we want to move more, the elevator often wins over the stairs. This means we miss out on one of the simplest ways to add daily activity—an effort that, over time, brings significant health benefits and even reduces our environmental footprint.

The Nudge Solution

Habits are triggered by cues in our surroundings. In most offices, the elevator lobby acts as that cue, making the elevator the default choice. Telling people to “take the stairs” rarely works—what’s needed is a clear, well-placed signal that interrupts the old habit and points to a better one. Research shows that even small, visible prompts can shift routines. By placing bright, action-oriented instructions right where the choice happens, stair use becomes the natural option.

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Nudging elements:



How to Use It

- Print or order floor stickers.
- Place them directly at stair entrances and exits.

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