

BLOG #1: GOAL: ESTABLISH XX AS THOUGHT LEADER

New York City is beyond stressed.

I would know; I'm a New Yorker.

And between the hustle, the bustle and the grind of it all, it's amazing anyone here still remembers to feed themselves before conking out for a few hours each night.

But that is not sustainable. Our culture needs to change.

And we need to lead the charge.

For example, when my grandfather landed in hospice, back massages were all I could do to help him feel better.

That is when I knew I had to make it my life's mission to help people with the power of touch.

But I didn't simply want to become a mill-bound massage therapist who worked an unhealthy number of hours per day only to have to then lug his massage table home while also fighting traffic and crowds on the train.

I wanted to become a self-made entrepreneur who addressed one's job as a leading cause of health and mental decline.

Overworked and understaffed with little time to breathe – and incredibly poor posture to boot – I set out to help more businesses boost their office morale and take better care of their employees.

So, as founder and CEO of XX, I created a company to provide on-site corporate chair massages right in the workplace.

Some folks may have never even heard of such a thing, but it may very well be just one of the things a company can do to move its business forward.

Say, for example, you are interviewing at two different companies:

One is a leader of industry who expects you to work long hours and climb your way up a steep ladder by forgoing vacations and time to exercise;

The other is a lesser-known company who offers its employees benefits such as yoga and meditation classes, ping-pong tables in the break room, and aromatherapy, sunlight and plant life within a comfortable, welcoming office environment.

Who wouldn't want to work there? A company who provides morale boosters like that truly cares about the health and wellness of their employees – and knowing your employer appreciates you can go a long way to increase productivity.

If you take care of your people, your people will take care of you.

That's where XX comes in. We wanted to become a part of the new work culture that encourages people to feel better and be happier at work.

It's even in our name. XX, a Hebrew word, means "XX."

What better way to rest and be present than with affordable, mobile massage therapy that has proven to improve moods, lower stress and reduce pain?

Now, I'm not saying a ten-minute chair massage will change your life – but I do believe it may help you to feel better about your day moving forward and will replenish you with the energy and wellness needed to make amazing things happen.

We love what we do. But most importantly, we want you to love what you do, too.