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CORPORATE GIFTS



*Discover how to*  
**create a culture  
of giving at  
your business  
this Christmas**





*Rewards*



If you want to show your employees just how much you appreciate their hard work this Christmas, you of course need the right reward & recognition (R&R) strategy. But employee gifts aren't just for special occasions, and giving isn't just about gifts. It includes offering time, support and extra care

to each and every one of your employees – and you should build this type of giving into the very fabric of your culture. Why? Because this is a great way to motivate your workforce, create more meaningful experiences and make sure every employee feels valued, every single day.

**So, how can you create a culture of giving at your business that will last all year long?**





## Tip 1:

# Recognise your supportive employees

**One of the best ways to promote giving at your business is to celebrate it as often as possible.**

So, during your daily or weekly business-wide meetings, ask your employees to give their helpful colleagues a shout-out, where they detail when and how a colleague came to their aid in a time of need.

You could even offer monthly awards for employees who go above and beyond to offer their support, and help you to create a **culture of giving** at your business.

## Tip 2:

# Make time for mindfulness

Mindfulness is a great way to give back to employees, as it's a gift that keeps on giving! Techniques like meditation, breathing exercises and yoga are fantastic for stress relief, improving mental and physical wellbeing and contributing to the overall happiness of your team.

So, encourage your workforce to dedicate at least ten minutes of each working day to practising mindfulness techniques.

**Over the Christmas period, you could even run a Christmas costume yoga session for extra festivity!**



Employees who practise mindfulness report a



*reduction*  
in their stress  
levels



*improvement*  
in sleep  
quality



*reduction*  
in pain.<sup>1</sup>



## Tip 3:

# Conduct stay interviews

**Most businesses complete exit interviews when employees leave their business, but stay interviews are just as important.**

This means conducting regular individual meetings between your employees and their managers, so you can determine what your employees want and need, and how you can best improve the working environment to increase their happiness, engagement and wellbeing.

Stay interviews can be particularly helpful over the Christmas period, as many employees will be working extra hard to meet end-of-year targets, and may therefore need some additional support.





## Tip 4:

# Tailor your onboarding experience



If and when you're looking to grow your team, you need to ensure you deliver an outstanding employee onboarding experience. This is the foundation on which your employee relationships are built – which is why it's vital that you get it right. **So, what makes an exceptional onboarding experience?**

Well, the key is to focus on the unique needs of your new employee.

For example, if Dani the Designer joins your business, you need to ensure your onboarding program is tailored to reflect her creative background. This could mean using a creative team building exercise to introduce Dani to her new colleagues, such as asking Dani and her colleagues to visually represent your company values in a fun and exciting way.



Great employee onboarding can *improve* employee retention by

**82%**<sup>2</sup>

## Tip 5: Map employee journeys



Employee journey mapping is a great way to ensure your colleagues' needs are met throughout their time with your business – from onboarding, right through their career progression.

Collect data from each member of your workforce – taking information from your stay interviews, employee feedback and engagement, productivity and wellbeing surveys, and visualise this in a graph. You should also document your desired outcomes for each employee.

**Now, you can compare their current position to the desired outcome, and identify key challenges and opportunities to make positive changes.**





## Tip 6:

# Involve employees in the decision-making process

Inviting your workforce to engage with your company goals is another fantastic way to give back to employees, as it will help everyone to feel more involved and informed in the wider business. To achieve this, run regular workshopping sessions whenever management are making decisions that will affect employees and the overall direction of the business – whether it's the location of the Christmas party, or the business' goals for 2021. Prior to these sessions, you should offer employees the opportunity to submit anonymous questions about any upcoming changes, as this will make sure everyone gets the chance to have their voice heard.

**It's important that leaders remain as transparent as possible about your current position and your strategic vision for the future, as this can increase trust and reciprocity between employees and management.**

## Tip 7:

# Honour individuality this Christmas

Your workforce is comprised of many unique individuals, all of whom deserve to be heard, understood and celebrated this Christmas.

So, why not ask your workforce to

*share their family's  
holiday traditions*

with the team this year?



Hila from HR might teach everyone her favourite Christmas carol, whilst Frank from Finance could bake his infamous flan.



# Celebrate what matters with an M&S Gift Card

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