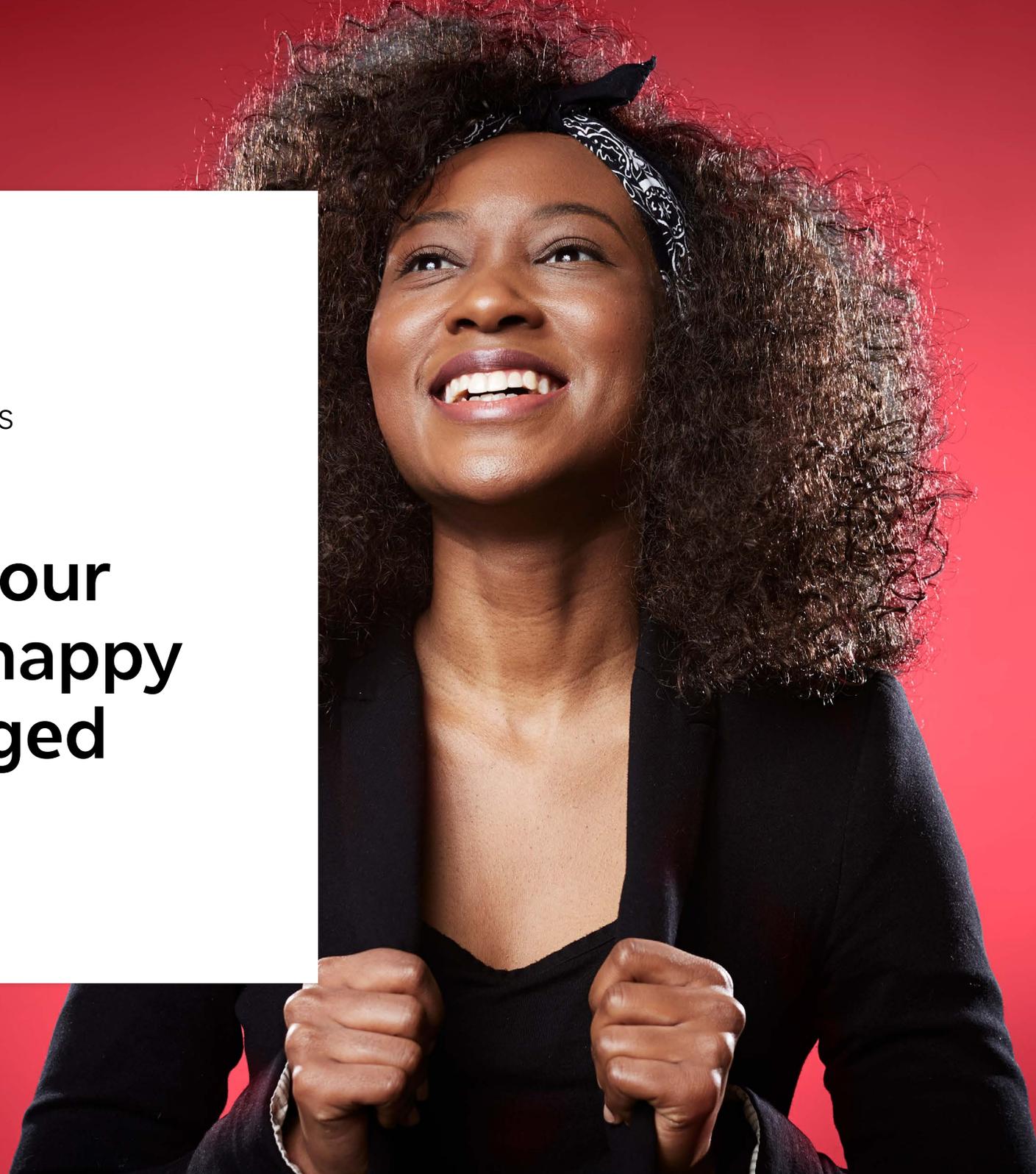


M&S
CORPORATE GIFTS

**Keeping your
employees happy
and engaged**



Given that 66% of employees say the motivation they receive from a Christmas reward lasts throughout the year...ⁱⁱ

Prioritising the happiness of your employees not only gives you a sense of joy, but can also increase staff productivity by 12%ⁱ - it's win-win! By focusing on the wellbeing of employees and ensuring they enjoy coming to work, you are able to get the best from people. Positivity levels, collaboration, creative thinking, it all increases when workers are engaged. Now, this is great for them and fills you with satisfaction, but it's also hugely valuable for your bottom line. Better performance, improved output, easier recruitment and higher retention rates can all be achieved when your employees are happy and engaged.

So, how do you increase the happiness levels of workers? Well, care and attention, empowerment, direction, and enrichment are all great places to start. But always remember, rewards go a long way. However you approach your employee wellbeing and engagement levels, just make sure you include gifts, prizes, and awards. And with Christmas upon us, there's no better time to get started. Deck the halls, wrap the presents, and start sharing happiness in your workplace. Given that 66% of employees say the motivation they receive from a Christmas reward lasts throughout the year,ⁱⁱ this could be the start of something special. Simply read on to find out how you can keep employees happy and productive not just at Christmas but into the New Year as well.



Enrich their lives

Enriching the lives of your employees can be achieved with a variety of small and cost-effective steps, yet the outcomes can be hugely valuable to both the business and employees themselves. It all comes down to improving the value of their work life – making them feel recognised, appreciated, less like worker bees and more like valued assets. So, start with simple steps like taking the time to chat with individual employees about non-work topics. For example, what are your plans for the weekend? How are the wedding plans going? From here, you can look to progress to other enrichment activities.

For outstanding individual performances, consider 'employee of the month' awards coupled with trophies and rewards.

One way in particular that engages employees is recognition. Show your workforce (and deserving individuals) that you can see and recognise their

efforts. This may sound like a very simple act, but as the previous statistic shows, it can make a huge difference to levels of motivation, engagement, and productivity.

For outstanding individual performances, consider 'employee of the month' awards coupled with trophies and rewards. This practice can then be rolled out to include best performing teams and departments too.

To show recognition of the hard work completed by the entire workforce, the answer is a company party. Hire a venue, a DJ, a caterer, and let the fun commence. From company birthday celebrations to summer parties, there's always a good excuse for a company get-together – and none better than the festive season. This time of year offers a great opportunity to not only celebrate the achievements of the year gone by, but also to recognise and reward the best workers. So, always try to include some element of an awards ceremony as part of your Christmas celebrations too. End this year on a high and start next year with an invigorated workforce.



78%

of employees said
being recognised
motivates themⁱⁱ

Empower the workforce

Ensuring employee engagement and productivity requires a level of empowerment on your part. This means loosening the reins and giving staff more power and autonomy to complete tasks on their own. By offering them more responsibility, you ultimately increase their involvement and enable them to feel part of the business. Fundamental areas of employee empowerment include sharing vision, delegation, development, trust, communication, and appreciation.

Christmas time is a great opportunity to implement many of these practices and ensure they are established before the New Year arrives. Start by organising company-wide discussions and communications relating to the objectives of the

87% of millennials want professional development opportunities as part of their roles.^{vi}

upcoming 12 months. Once common goals and agreements are in place, you can begin to delegate tasks and responsibilities to those who share your views. By asking for input and involving your employees in the discussions, you can begin to engage and empower them.

On an individual employee basis, personal development helps to inspire and empower workers. Speak to them about their goals and desires (both professionally and personally), then work on a plan to help them achieve these. This approach is particularly valuable when dealing with younger employees, as 87% of millennials want professional development opportunities as part of their roles^{vi}

As with most areas of employee engagement, appreciation and rewards are a vital component. So, with delegated tasks and implemented individual targets, be sure to award employees on their completion of these objectives, as it will highlight that you are also invested in their improvement.



70%
of employees ranked being empowered to solve problems as an important element of their engagement^v

Create a culture

This guide has so far discussed a variety of ways to increase engagement, but now it's time to formalise it. To see the long-term benefits of employee engagement and happiness, the activities should be ingrained in your business - there needs to be a corporate culture of happiness.

By illustrating the value and recognition of early successes, you'll show all employees that their efforts will not go unnoticed.

To begin formalising your employee engagement, start with a written statement. Similar to a mission statement, this document will form the basis of all activity going forward. Importantly, ensure employees have the opportunity to work alongside management in the drafting of the statement, so they feel invested and involved. The next step is to regularly monitor and measure your company's performance against the guidelines set out in the statement. Are you doing what you said you'd do? Are workers seeing the benefits they wanted to see?

As with many new company policies and procedures, there may be a belief in the business that this activity

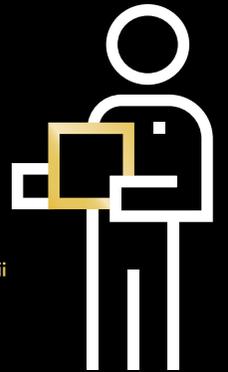
will 'fizzle out' eventually. However, if you wish to make this a corporate culture, then it cannot be allowed to fade away into obscurity. So, ensure that reviews, measurements, improvements, and updates are carried out frequently (with the help of employees), and notifications are circulated throughout the company following any changes.

Get the ball rolling with rewards for early adopters and those who initially take part. By illustrating the value and recognition of early successes, you'll show all employees that their efforts will not go unnoticed. And of course, by starting work on an employee engagement policy now, you can ensure everything is in place for a great 2018.



The likelihood of job turnover at an organisation with high company culture is a mere

13.9%^{vii}





Happiness for all

In the pursuit of happy and engaged employees, it's clear that rewards and gifts have a vital part to play. But there's also something in this for you too. In addition to improved staff productivity, providing your employees with gifts fills you with a sense of satisfaction and joy. So, how can you maximise all of these benefits and good feelings? The answer is by rising above the mediocre.

When you're offering staff incentives and rewards such as gift cards, e-gift cards or e-codes, don't settle for anything less than M&S. With M&S Corporate Gifts you can rest assured that your employees will be happy, and you'll know you've given them the best present.

So, whether you're looking for gifts in the run up to Christmas, or you're preparing for staff engagement incentives in the new year, we have experts that can help.

To find out more about M&S Corporate Gifts and how we can support you now and throughout 2019, speak to us today on **0330 058 0734**

As well as having over 20 years' experience and being part of one of the UK's best-loved brands, we provide a range of benefits that you can use to keep your workforce happy, engaged, and productive.

Whatever your business plans and objectives, we can help. With no minimum order value, M&S Corporate Gifts accommodates all budgets no matter if they are large or small. The bulk discounts that we offer can be applied to gift cards, e-gift cards, and e-codes – which is sure to put a smile on the faces of your colleagues.

