

M&S  
CORPORATE GIFTS

**Empower  
employees with  
holistic benefits**





## **As a new generation enters the workplace, the way businesses approach their people is evolving.**

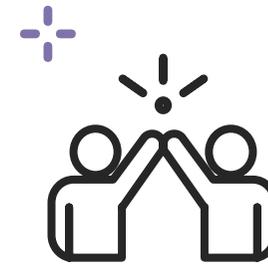
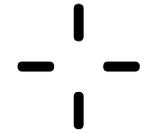
In fact, 87% of employees now expect their employer to support them in balancing their work and personal commitments, and 55% said they'd be more interested in working for a company that offers holistic benefits.<sup>1</sup>

Businesses are beginning to recognise that employee wellness requires a well-rounded approach. Whilst the majority of organisations offer their workforce incentives that support their physical and emotional health, there are still other areas of employee wellness that are often undervalued.

So, how can you introduce a more holistic wellness programme at your business? In this guide, we'll cover some of **the latest trends and techniques to help you...**



# Embrace employee experience



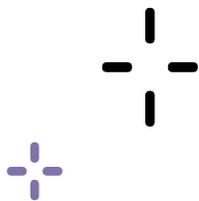
Increasingly, employers are recognising the benefits of focusing on the quality of their employees' experience.

**The latest studies reveal that 70% of employers have improved their physical environments to encourage healthy behaviours.<sup>2</sup>**

It's no wonder, then, that the phrase 'employee experience (EX)' has resurfaced

this year, having first rose to popularity in 2017.<sup>3</sup> Borrowed from the widely known 'customer experience', EX considers engagement at all touchpoints across an employee's lifecycle – encompassing their experience of the business' cultural, technological and physical environment.

So, how can you become an employee-centric organisation? [Here's a few tips...](#)





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## Review your current offering

Audit your employee benefits package to determine which perks are utilised the most and the least. It's worth noting that your workforce may not be aware of all the benefits your business offers.



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## Survey your workforce

Next, undertake a short business-wide survey to get a deeper insight into which benefits are the most important to employees in 2020, including questions about your existing offering, as well as benefits that have proven to be effective for other businesses.



## Make the right adjustments

Use these insights to make alterations to your benefits package. If there's demand for benefits you don't currently offer, there may be an opportunity to reallocate budget based on the results of your research.



# + Forward-thinking finances

In the wake of economic instability, many young people are struggling to get a foot on the property ladder, whilst others find themselves living paycheque-to-paycheque. Studies have even found that one in three Brits has less than £1,500 in savings, and 15% have no savings at all.<sup>4</sup>

This lack of financial stability is having a profound effect on employees – and the demand for support from their employers cannot be understated...

**59% of employees state that concerns around their personal finances are the biggest cause of stress and anxiety in the workplace.<sup>5</sup>**

If you'd like to implement or improve upon your financial wellbeing program, here's some key things to consider...



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## Savvy saving

A financial wellbeing programme doesn't require a huge budget. You can offer benefits like salary-linked loans, in-house face-to-face support and online educational tools with minimal or no cost to your business.

## The right time

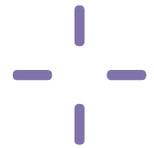
From pension planning to building a family, there are key times in your employees' lives where financial guidance will be most beneficial – be sure to encourage employees to plan for the future and begin preparing for life events and goals.

## Make it matter

Your employees' financial struggles can impact other areas of their life. With this in mind, find ways to link your financial wellbeing programmes to your wider strategy, ensuring your people are aware of the implications their financial struggles can have on their emotional, physical and mental health.



# Make it meaningful



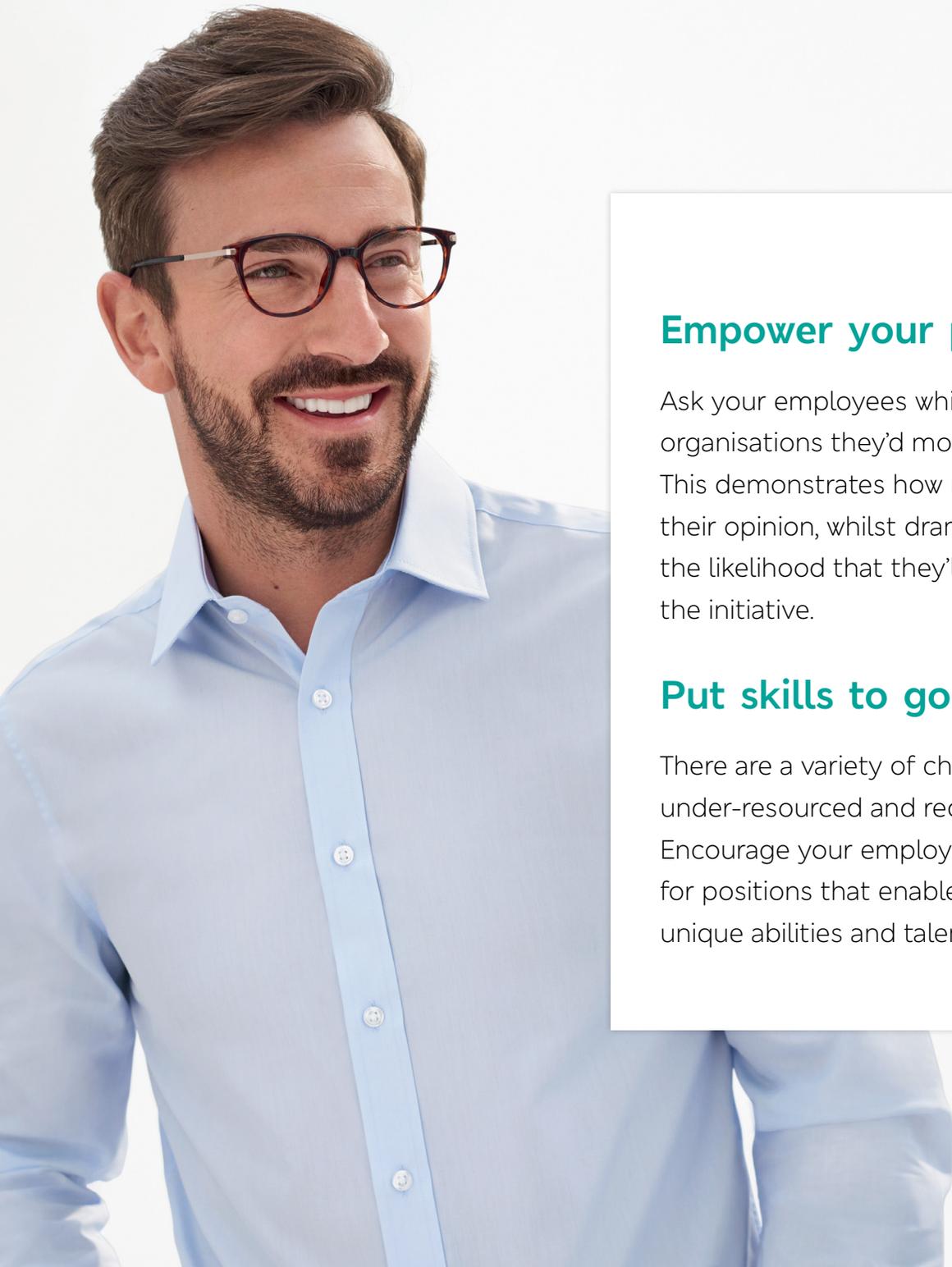
The most satisfying jobs are the ones that allow employees to find a deeper sense of meaning and purpose within their work – but this doesn't have to end at five o'clock. Many businesses include fundraising and volunteering opportunities in their wellness programmes, giving employees the opportunity to give something back to their community and the wider world.

Providing opportunities like this is a great way to show your employees you respect their needs as individuals, and

the results can be incredibly positive for your business... **89% of volunteers reported increased job satisfaction and 87% of volunteers reported greater pride in their company.**<sup>6</sup>

Whether you're interested in offering your workforce fundraising and volunteering programmes, or you'd just like to provide more impactful opportunities, here's a few things to consider...





## Empower your people

Ask your employees which charities or organisations they'd most like to work with. This demonstrates how much you value their opinion, whilst dramatically increasing the likelihood that they'll engage with the initiative.

## Put skills to good use

There are a variety of charities that are under-resourced and require skilled workers. Encourage your employees to volunteer for positions that enable them to use their unique abilities and talents.



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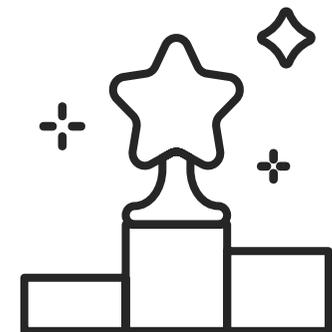
## Connect the dots

Ensure your volunteering and fundraising programmes are aligned with your wider corporate culture – present them as an opportunity for your employees to grow, as opposed to a part of your CSR policy.

# Be an **unforgettable** employer

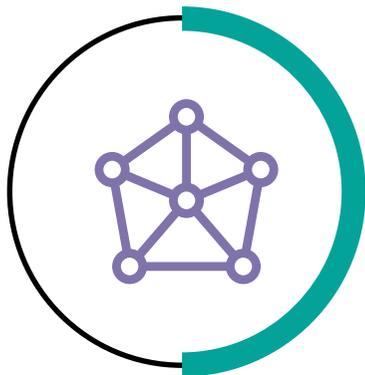
You likely already have a system in place to recognise and reward your employees – but is it doing enough? Whilst popular, monetary rewards and bonuses are often spent on necessities like the weekly shop or an unexpected bill. This is hardly a reward for your employees, and it's certainly not memorable.

**The reality is rewards should be...**



# Frequent

From weekly shout outs to regular incentives, employees should be praised and valued for their hard work weekly, not monthly or annually.



# Connected

When recognising employees, it's important to connect the reward back to your business' overarching

goals – be sure to highlight how their work has helped your company to develop and grow..

## Genuine

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Rewarding your workforce should not feel forced, it should be an honest reflection of their contribution to the company – and this means it should combine sincere praise with a thoughtful gift.

So, what rewards should you choose for your people? Well, gift card programmes offer a variety of benefits – from cost-effectiveness and ease of administration for your business, to the freedom of choice for your employees.



**In fact, 95% of businesses that offered non-cash rewards in their recognition programmes consider gift cards to be equally or more effective than monetary rewards within their organisations.<sup>7</sup>**



At M&S Corporate Gifts, we work with businesses to give employees the power to choose their own unique gift. And with our broad range of products, there really is something for everyone...



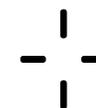
## Peak performance

Your employees can kick-start their new fitness regime in style with M&S's latest sportswear collection. Whether they're hiking to the top of a hill or going for gold on the treadmill, we have the active wear, supportive leggings, shorts, tops and joggers to help your people reach their workout goals.



## Wealth of wellbeing

Help your people practise a little self-care with our range of wellbeing products. By using an aromatherapy diffuser to help them unwind, pampering their skin with a luxurious body oil or spritzing their pillow with sleep-enhancing scents, it's easy for them to recreate the atmosphere of a spa at home.

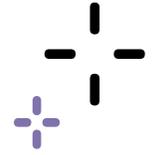




## Plant kitchen

Whether your employees are going veggie, avoiding meat and dairy, or simply enjoy incorporating more plant-based foods into their diet, our Plant Kitchen range makes

every day delicious. The dishes span on-the-go sandwiches and grain bowls, hearty quick-fix suppers, no-beef burgers and much more.



## Entertaining made easy

From the first drink to the final dish, your workforce can add a wow factor to their next get-together with our fuss-free party ideas. Help them avoid party prep with our canapés and desserts to order, or give them the freedom to add their own touch to each dish with our range of edible flowers and herbs.



## Happy home

Empower your employees to refresh their interiors with our home furniture collection. It's the little things that make a house feel like home – printed cushions and soft throws let them change their colour scheme in a flash, while seasonal decor adds a festive flourish to their living space.

## Be an unforgettable business

To find out how you can empower every individual at your organisation with the freedom to choose their own unique gift, simply contact **0330 0580 734**, or visit **marksandspencersforbusiness.com** today.



1 <https://www.forbes.com/sites/nazbeheshiti/2019/01/16/10-timely-statistics-about-the-connection-between-employee-engagement-and-wellness/#122a6ab522a0>

2 <https://www.smallbizgenius.net/by-the-numbers/remote-work-statistics/>

3 <https://peopleinsight.co.uk/employee-experience-vs-engagement/#link2>

4 <https://www.finder.com/uk/saving-statistics>

5 <https://employeebenefits.co.uk/three-fifths-employers-financially-support/>

6 [accenture.com/t00010101T000000\\_w\\_/gb-en/\\_acnmedia/PDF-17/Accenture-ESV-Report-V13.pdf](https://accenture.com/t00010101T000000_w_/gb-en/_acnmedia/PDF-17/Accenture-ESV-Report-V13.pdf)

7 <https://talentculture.com/6-employee-wellness-trends-for-2020/>