M&S
CORPORATE GIFTS

7 ways
to make work more meaningful

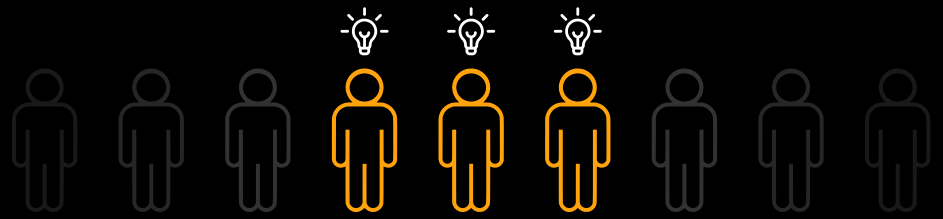
Did you know that inspired employees are almost three times more productive?[1] In fact, offering your workforce a sense of community, connection and purpose is vital if you want to maximise employee engagement, retention and wellness – and right now, this couldn't be more important.

Your workforce has likely faced a lot of change following the lockdown, whether you've transitioned to remote working, sent employees on furlough, restructured the business or implemented social distancing measures across your premises. Now is the time to make sure your teams feel connected to each other and to their work, which could in turn improve productivity and boost your business' bottom line.

So, how can you make work more meaningful at your business? Well, here are our top tips...

Inspired employees are almost

3 times



more productive[1]

Tip 1:

Make meaning your mission

Your employees need something to aim for, which is why your mission statement is so important. With this in mind, review your business' proposition to make sure it empowers your workforce with purpose. **Be sure to ask yourself the following:**

Valuable
Does it encompass the value we bring to both customers and our employees?

Inspiring
Does it motivate and energise our workers?

Precise
Does it reflect our business' goals?

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

13.9% compared to **48.4%** in companies with low morale.[2]

Tip 2:

Work towards a sustainable future

Sourcing sustainable solutions and suppliers is not only a great way to protect the planet, but studies have actually found that this can **improve employee productivity, retention, and overall engagement.**[3]

Productivity **Retention** **Engagement**

So, take some time to review your business' Corporate Social Responsibility (CSR) initiative, and consider embracing green solutions – from switching your office lights to LEDs, to installing solar panels on your rooftop. For companies with a remote workforce, explore ways to encourage employees to assess their own carbon footprint and set goals and initiatives that help them feel involved in the overall company goal.

of businesses said that company-sponsored volunteering improved employee leadership and broadened professional skill sets.[4]

Tip 3:

Connect with your community

Company-sponsored volunteering is a great way to engage your team and connect them to a higher purpose. And right now, there's plenty of people who could do with some additional support. In the wake of the pandemic, charities and local initiatives were among the most affected. So, try to offer your workforce dedicated holiday so they can volunteer their time to community projects.

Tip 4: Enable job crafting

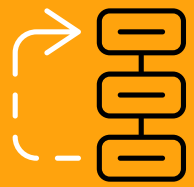
Job crafting is the process of redesigning what employees do at work. **The purpose is to ensure that every member of your workforce gets the most from their role.** To undergo this process at your business, consider running a job crafting workshop, where you cover the following:

Task crafting

This means allowing employees to review their official job description, and add, remove or swap responsibilities. For example, Sandra in Accounting could really enjoy helping customers, and may want to spend a few hours each week honing her communication skills with the customer service team, if resourcing and workloads allow.

Relationship crafting

This involves allowing your workforce to change up who they work with on different projects. For example, Ben in IT may want to partner up with Hayley in the design team to create a new website for the business.



Cognitive crafting

This is about helping people to change their mindsets about the tasks they don't enjoy. For example, Tony in the sales team may find writing up his weekly reports a bit dull. So he could reframe this, and instead think about how this process highlights all of the fantastic work he's completed that week.

Tip 5:

Offer opportunities to develop new skills

If you aren't regularly upskilling your workforce, then it's easy for them to become disengaged. This is because there's little room for personal and career development. So, help your employees to stay sharp by ensuring training opportunities and resources are available and easily accessible.

This will also help you to provide more skills that open up new business opportunities and allow you to expand your company offering. If you've transitioned to remote working, this may mean investing in an online educational portal, where your workforce can develop new skills in a variety of areas.

87%

of millennials rate

> **professional or career growth and development opportunities**

as important to them in a job.[5]

Tip 6:

Celebrate your employees' talents

Your workforce likely has a variety of hobbies outside of the office – whether Jane from HR spends her weekends painting watercolours, or Christian from the creative team burns some energy with a virtual workout class. So, why not invite your employees to share their talents with their team? You could even find a space in your office, and allow your workforce to run weekly lunchtime classes, so they can teach each other more about their passions, or set up video calls with remote workers **– giving them an opportunity to participate.**

Tip 7:

Reward your people the right way

Following the stress of the pandemic, your employees need to know how much you value all of their hard work. So, make sure you give them a gift that shows how much you value each individual's efforts, that is personalised to their unique wants, needs and goals – and can be tailored to your company budget.

Make 2020 more meaningful with an M&S Gift Card

At M&S Corporate Gifts, we believe that one of the best ways to motivate your workforce is to empower every individual with something that best suits them. That's why our range of Gift Cards, e-Gift Cards and e-Codes give employees the freedom to choose the most meaningful gift for them, from special treats to every day essentials, online or at one of our UK stores.

Find out how we can help make the rest of 2020 extra meaningful for your employees and your business – simply contact

0330 0580 734,

or

Email us

[1]The Guardian | [2]Growth Everywhere | [3]Cambridge University Press | [4]Score | [5]Fast Company