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Studies have shown that companies with engaged employees have greater profitability, productivity, and quality, less turnover, absenteeism, and theft and fewer safety incidents. Here are 35 ways to make an immediate impact on your corporate culture.



**C.A. SHORT**  
a new way of **engaging**

# 35 WAYS TO INFLUENCE CORPORATE CULTURE *and Increase Your Bottom Line*

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# 35 WAYS

## TO INFLUENCE CORPORATE CULTURE and Increase Your Bottom Line

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# 35 WAYS

## TO INFLUENCE CORPORATE CULTURE


### *and Increase Your Bottom Line*


Corporate culture — for any business, it offers both direct and indirect insight into the goals and aspirations of the organization by embodying the personality traits they want to be known for. However, more than that, its presence also lays the groundwork for all potential engagement efforts. And there's simply no possible way to understate the importance of active engagement—on productivity, influence, loyalty, retention and most importantly, the bottom line.


So, the question remains: ***How can a company align their corporate culture in such a way that it allows for an effective and fully realized culture of engagement?***

Arriving at the correct answer isn't always an easy process; but in order to help set the stage for this critical environmental factor, we've created a list of 35 ways to influence culture, increase the bottom line, and further embrace a culture of engagement.

#### Successfully implementing the ideas in this eBook:

APPLICATION  This means there's an application tip for you to use.

QUOTE OR FACT  This will encourage you and remind you that you are in good company.

CHALLENGE  An Engagement Challenge is something you can do to make a difference in your Company Culture.

We've made this an easy process for you by breaking this eBook into seven easy to read categories as defined by the **7 NEW Rules of Employee Engagement.**

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#### LET'S JUMP RIGHT IN!



Read the entire eBook before implementing individual sections. You may find some ideas that will support and build upon each other making your efforts more successful. Don't hesitate to implement the Engagement Challenges immediately though. You'll be glad you did!



"The big value for an employer is that when employees are engaged, there's a ripple effect of benefits that include productivity, employee satisfaction, creative thinking and good communication," says Scott Dobroski, community expert at Glassdoor.



# CULTURE

## 11 WAYS TO CREATE A CULTURE OF RECOGNITION THAT RESONATES THROUGH ALL ASPECTS OF THE ORGANIZATION.

### 1. DEEP EMOTIONAL CONNECTIONS TO CORE VALUES

A great start to creating a deep emotional connection to your corporate core values is placing them on your website and on any posted job listing. This gives any potential client or employee the opportunity to check his or her alignment with your values before they contact you. This can also create a sense of trust with them knowing that you follow a moral compass.

Consider your core values when hiring new employees. If there are some core values that can't be learned or adopted, include questions involving these in the interview process.

Work and live by these values and encourage employees to do the same. When they have an emotional buy-in to your value system, this will be a driving force in all they do and may be as job defining for them as their paycheck.



If you do not have your company core values written, documented and shared with your employees, make a point to lead the charge for this today!



Encourage your employees to be reasonable givers of their time. Allowing an employee to volunteer for a community or charity event is good for them and you!

### 2. GET INVOLVED IN THE COMMUNITY

Not only is community involvement an altruistic way to show your commitment to both cities and neighbors; it's also a win-win for any company, because of the positive recognition and impact it delivers to the company culture. Companies that encourage such actions often distinguish themselves from competitors and see benefits such as increased loyalty and happier employees.<sup>1</sup>

#### In fact, it reflects the geniality of your company by:

1. Exposing you to local businesses and residents, thus opening new possibilities for future opportunities;
2. Embracing togetherness and allowing employees to know that when it comes to your company, it's about more than the individual;
3. Sparking conversation amongst employees, residents and competitors alike. After all, a good reputation in your community can't help but serve you well.

THIS REPUTATION OF "HEART" IN YOUR COMMUNITY WILL SERVE YOU WELL.



Consider your employees when you choose an organization for partnership. Is there someone in your company (and not just the Executives) who is passionate about a certain issue or non-profit? If this organization mirrors your core values – make a donation or become a long-term partner with that organization. Do this in that employee's name, or at least let the company know who inspired you.

### 3. SENSE OF OWNERSHIP

Encourage employees to have a sense of ownership in their job and with the company. This includes having pride in their work, as well as caring about the results their actions may have on the company and coworkers. If an employee has a sense of ownership – they share in victories and pitch in during times of defeat. You normally do not have to ask this type of employee to go beyond the call of duty – they are fully engaged and are ready to do their part to see that goals are met.

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Choose your pronouns wisely when referring to the company to your employees. Talk in terms of “our,” “we,” and “you” rather than “them” or “they.” This is a consistent way to remind employees that this is their company and that their contributions make a difference.

Q

“Connect the dots between individual roles and the goals of the organization. When people see that connection, they get a lot of energy out of work. They feel the importance, dignity, and meaning in their job.”  
~ Ken Blanchard and Scott Blanchard, *Do People Really Know What You Expect from Them?*, Fast Company

### 4. RECRUIT WITH HIGH STANDARDS

You shouldn’t hire an individual, who lacks some combination of experience, desire, or willingness to rise to the top. It will only end up costing you more in the long run. Drive will always be more important than salary. After all, as the saying goes: “You get what you pay for.” And without a quality workforce, you can expect sales and earnings to dwindle<sup>2</sup>. Concurrently, you shouldn’t hire based on an emotional or social connection to an individual. If you still find yourself unsure, just ask: “Can I imagine our company functioning well without this individual or better yet, with another individual?” The answer should point you in the right direction.

Simply put, low hiring standards lead to low work standards.

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If you are hiring for an entry level position, consider setting high standards in a recruit’s potential.



## 5. HIRE LEADERS TO LEAD

You have a chain of command. Your leaders must be able to delegate and enforce policy but most importantly, their authority must be respected by their team.

A boss is someone with authority. You obey this person because you know you don't have a choice. A boss' respect is enforced.

A leader is someone who motivates a team and sets them up to succeed. A leader is someone who can rally the troops on a bad day and make a team proud to follow on a good one. A leader's respect is earned.

A leader knows when a team member succeeds, it's good for everyone. The leader doesn't always have to have the last word.



In allowing a Leader to lead, it is important that you do not undermine their authority. Do not build a reputation for allowing employees to break department policy by going over their leader or manager's head. Pick your battles wisely, and if you have an issue with a Leader's decision – go directly to the leader and allow him/her to address it with the employee directly.



"A good idea is a good idea; it doesn't have to be mine."  
~ Laura Hudson, The Bald Marketer & Marketing Manager of C.A. Short Company

## 6. RESULTS-ONLY WORK ENVIRONMENT (ROWE®)

The ROWE® system works by creating a culture of opportunity and accountability, and is measured by results rather than time. Having a high-performance team in place is crucial to meeting the ever-changing pace of the new Millennial workforce.

When it comes to the expectations we have of our team, results trump rules every single time. This will instill a sense of pride and commitment. For example, an employee who knows he or she is free to work from home when their child is sick will be more likely to work through the weekend when a project calls for it. This is a big draw, as flexibility often tops the list of desired employee benefits, with more and more employees choosing to work from home every year<sup>3</sup>.

Whether it's working remotely or working flexible hours, if you equip your team to succeed and allow them to live up to the expectations set forth, you've already taken a rather large leap toward building a strong culture that will attract the Millennial talent you need.



Review your personal work schedule to see if it is time or currency driven. Consider switching those goals to a results driven model instead. Become the case study for your own organization.



"If workers are not provided with modern benefits of flexibility and autonomy," says Doug Schade, a recruiter at WinterWyman in Waltham, "top people may go to companies who are offering that."

## 7. MEASURE, BENCHMARK, ASSESS, TWEAK, AND REPEAT!

You've set a goal for your sales team. They work feverishly to make sure they meet that goal. What happens if they never hear the results of their efforts?

**They will assume one of two things:**

1. **You didn't measure**
2. **You didn't care**

Both are dangerous assumptions to a team dynamic. Imagine if the NFL adopted the T-ball method of scoring. This would mean that during the Super Bowl, no one gained any points for crossing into the end zone or a kick was celebrated whether it flew between the goal posts or to the far left. How much support and participation would teams receive from fans and players? How would a player's financial worth be determined? What would the point of a strong defensive line be if their efforts made no difference?

Create benchmarks that are measurable. Create a scoreboard that lets your team know how close or far away they are from reaching their goal. Assess the goals, and if met – give them a higher goal next month. If they don't reach a goal, evaluate the work involved, the tools used, and the skills needed to decide if the goal or the process should be adjusted.

ONCE YOU'VE TWEAKED YOUR SYSTEM INTO A WELL-OILED MACHINE – REPEAT!



Be goal driven and not task driven! Simply checking items off a to-do list may look busy but meeting goals will increase your bottom line and empower your employees with a sense of accomplishment.

## 8. JOB ENLARGEMENT

A company focused on influencing their company culture and engaging their employees wants to see everyone succeed and realize their inherent potential. However, if you don't enlarge his or her career path within the company — someone else will. Your competitor may benefit from all that they've learned and set him or her on the path of their dreams.

Aligning employees' career goals with the strategic goals of the organization not only helps the organization achieve its goals, but also benefits the organization through differentiation, retainment and appeal to younger workers<sup>4</sup>.

That's why you must give your employees a wider range of objectives by supporting them every step of the way. Whether it's guiding them through the appropriate training or offering a broader exposure so that their skills are sharpened and they can see their path moving forward, you have to be invested in them, if you wish them to remain invested in you.



"There is nothing more satisfying to me than to create an environment where our employees have the opportunity to grow both professionally and personally, even if that means that in order to expand their opportunities they might have to leave our organization to grow. Of course, the most satisfying of all circumstances is when we provide that opportunity of growth and expansion in our own organization and as the company grows, those individuals grow with us."

~ Jeff Ross, President and CFO, C.A. Short Company



Just as you post job listings for job openings, create an internal task listing that your employees have access to. If you need someone to design a poster for an upcoming employee event, don't automatically give it to your senior designer. Post an in-house call for entries. You might uncover some new talent and you've created an engaging gamification moment.

## 9. LEAD BY EXAMPLE

"Do as I say and not as I do," is not a belief system that is effective in this engaged generation. If an employee sees the CEO clean out her coffee mug and put it in its place in the cabinet, there is a great deal of pressure to do the same. If the Marketing Director is willing to roll up his sleeves to help fold letters for an unexpected mailing that must go out today, it removes the "that's not my job" mentality from the equation.

However, an "everyone on point" situation is very frustrating when executives and managers watch from another room. This is the same with communication, reporting, and following policies: lead by example from the very top.

You hear a great deal about "buy-in from the top" but leading by example gives you "buy-in to the very bottom."

## 10. TRANSPARENCY

The thought of transparency can often keep larger companies awake at night. However, if done right, it can make all the difference in the effectiveness of your engagement efforts that should be built on a shared confidence between employer and employee.

Transparency shouldn't be seen as a tactic to appease investors or prying eyes though. It's not enough to just show people you're open to talk; you have to be willing to engage in a real conversation<sup>5</sup>. It should be looked at as the powerful tool it is. It's a chance to take hold of the conversation before the first word is even uttered. It means your company operations and communications are always honest, clear and understood between all involved parties. And that means less worry for everyone.



"With the increasing speed of business in today's economy, transparency isn't just desirable — it's essential." ~ Michael Thomas Sunnarborg, *The White Box Club Handbook: Simple Tools For Career Transition*



Read *13 Ways to Become More Transparent* by Dave Kerpen, INC

DON'T TELL  
*your employees*

WHAT YOU WANT THEM TO HEAR,



TELL THEM  
**THE TRUTH.**  
*They'll be glad you did.*

## 11. INVEST IN MANAGER TRAINING

Manager training is more than just education. It goes beyond learning the new departmental programs that you implement. It even goes further than certifications and degrees. Management should be trained in team building, leading, and engaging their team to the point that they can teach. Most importantly, manager training must be relevant.

Millennials in the workforce have created a culture of keeping up with trends and knowing how to do the next big thing before it becomes the next big thing. Your management team, regardless of age and tenure, needs to have that same drive for what is new and better.



Set a Google Alert to notify you of industry trends and changes. If one comes up that you know will make an impact on your organization, sign the applicable Manager up for training! In fact, have your Managers do this for themselves.



"Success in management requires learning as fast as the world is changing."  
~ Warren Bennis



# RESOURCES

**FIVE WAYS TO EMPOWER EMPLOYEES TO DEVELOP NEW SKILLS AND ADVANCE THEIR CAREERS. REWARD THOSE EMPLOYEES WHO USE THOSE OPPORTUNITIES TO LEARN AND IMPROVE.**

## 12. HOST MONTHLY BOOK CLUBS

Don't just hand an employee a book - create a club where a common book is read and discussed. Make sure it isn't always bios and business, make it easy reading and even comedic at times.

Offer a common online forum for participants to post their notes and thoughts. Create a gamification moment by allowing employees to rate notes that are most helpful. You can then choose a "Reader of the Week" and allow that person to lead a book club meeting, give them a public shout-out, or a gift card for a coffee at their favorite coffee shop.



Amazon now offers Kindles for less than \$50 each. Closer to the holidays they have been known to offer a 6-pack for \$250. Many business books are available for free on the Kindle Library. Allow employees to "check-out" a Kindle to read the books. This supports the concept of "Engagement Through Relevant Technology" discussed in the Communication Section.

## 13. CAREER PATHING

If I know that turning my 100 percent effort into 110 percent effort will give me a professional ROI of an executive level position in my company within a certain window of time, I will give 115 percent or more every day. Every member of your team wants to know they have a future. If you have not empowered them with the knowledge of how to invest in their future at your company, you have given them permission to work at a capacity of 100% or less - plain and simple.

Investing in the additional skills required to mentor and grow talent is a critical investment in the organization's future success<sup>6</sup>. And in order to empower these ambitious individuals, you must help them understand what is possible and what is required. You need to provide them with a road map to the top.

The downside: through this process, you may find you have competency gaps rather than highs. Knowing this information will allow you to place your employees in the right seats on the bus.



Read *Who To Promote? 10 Keys To Identifying People With High Potential* from Forbes.com. This article gives a list of competencies to look out for.

## 14. INVEST IN EDUCATION

Don't stop at just recognizing talent; help grow it by investing in their education. Encourage employees to further their knowledge and make it easy for them to do so. For instance, here at C.A. Short Company, we proudly offer Tuition Reimbursement. Plus, when we find a skill that needs a little work, we disperse a challenge email, inviting our colleagues to learn how to fine-tune that skill using sites like YouTube and Lynda.com. So, they know that taking some time to perfect such talents is not only acceptable, but also highly supported.



Don't jump to replacing an employee for missing skills until you've given them the chance to prove they can step up and learn!



If you do not already have a plan in place for tuition reimbursement; start small until it can be made part of the plan. HubSpot, for example, allows employees to order any business book they want from Amazon.com for FREE! Think of something you can do today to remind employees that their brains matter!

HELP GROW  
**TALENT**  
*by investing in*  
**EDUCATION**



**C.A. SHORT**  
a new way of **engaging**

## 15. MENTOR PROGRAMS FOR NEW HIRES

The need for mentors is nothing new. In fact, it dates all the way back to days of decades-long apprenticeships. However, in today's work environment, the struggle comes from knowing who should be the mentor. For instance, Managers should not mentor members of their own team, because it may lead to bias or perceived bias. Plus, there's outside factors to consider, such as the intended career path and potential of an employee. That's why it's better to create a pool of candidates. It allows you to find the best fit for each individual occasion, which will ultimately lead to more masterful results.

According to INC.com, three of the most important keys to success you should always consider are: strong communications; the embedding of company culture; and honest evaluation periods<sup>7</sup>.



## 16. LEADERSHIP DEVELOPMENT

So what's the different between manager training and leadership development you ask?

Manager training is required for the person who is currently managing. Training is the act of teaching. There is a skill that needs to be learned, and that skill is learned through proper training.

Leadership development is taking individuals within your organization and creating leaders from within. Development is growth.

You can train an employee on how to type. However, if that employee is trained on how format text and publish it for different platforms he or she is now ready to take on a different role within your company.

Some of the other sections of this eBook will complement this need. Implementing Career Pathing, Mentoring for New Hires, Job Enlargement, and Education will equip your entire Leadership team to develop those who report to them.

A TRUE LEADER  
DOESN'T JUST LEAD SHEEP,  
**TRUE** *develop*  
**LEADERS** *young*  
*shepherds.*

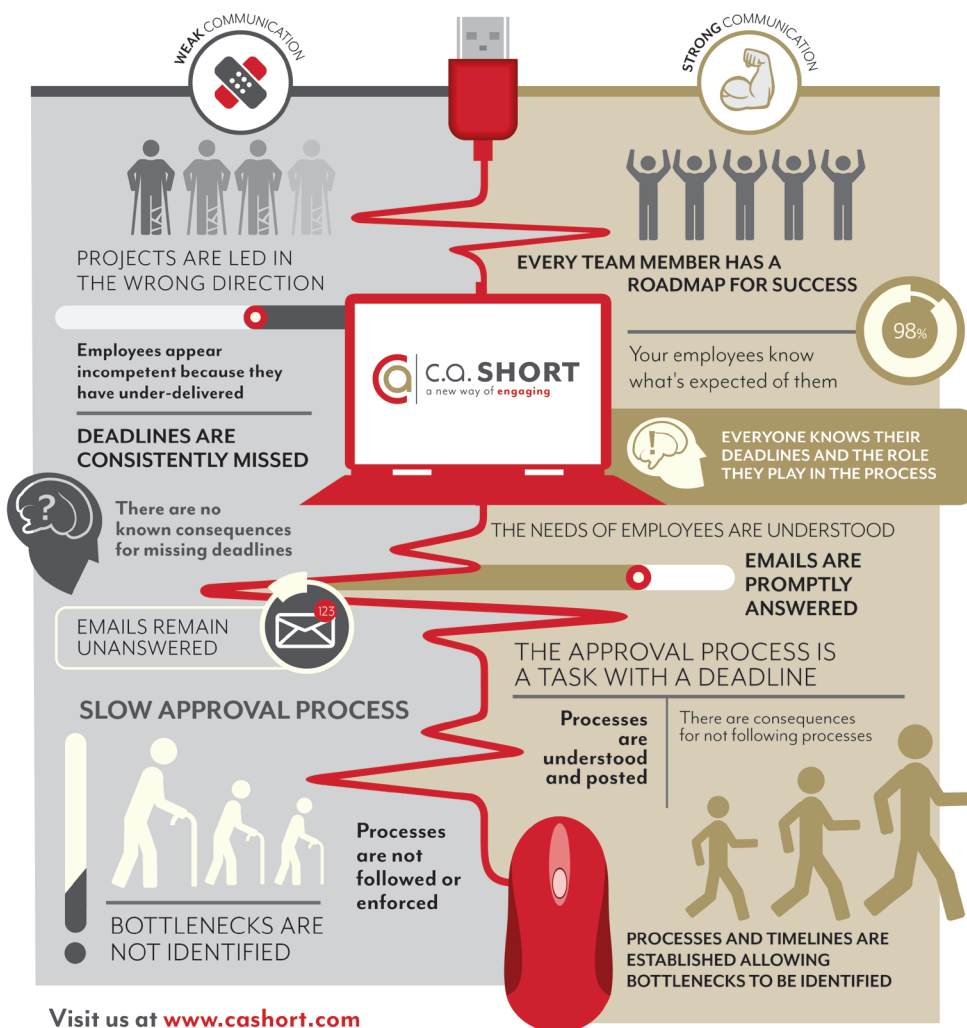


"I'll bet most of the companies that are in life-or-death battles got into that kind of trouble because they didn't pay enough attention to developing their leaders." ~ Wayne Calloway, former Chairman, Pepsico, Inc.

# COMMUNICATION

FOUR WAYS TO CONSISTENTLY COMMUNICATE AND LIVE YOUR ORGANIZATION'S VALUES & VISION. RECOGNIZE THOSE EMPLOYEES WHO IMPACT THE QUALITY OF THE ORGANIZATION'S WORK, PRODUCTS AND SERVICES.

## THE SYMPTOMS OF COMMUNICATION



Visit us at [www.cashort.com](http://www.cashort.com)  
or call 800.535.5690

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### 17. STRONG INTERDEPARTMENTAL COMMUNICATION

When departments aren't effectively communicating with one another, it can lead to the bottlenecking of individual projects—or worse—the growth of the organization.

Keep everyone abreast of what they're doing. Whether it's in a weekly manager meeting or through daily emails, the more you encourage discussion, the more these teams can collaborate and build upon each other's strengths rather than work against them.

## 18. SOLID ONBOARDING PROGRAMS

Onboarding is used for new employees to introduce them to the company and fellow colleagues. Strong onboarding processes makes sure all groups know what their role is in the implementation.

### Onboarding Ideas:

- Create an Onboarding Buddy System
- Send out a company-wide Welcome Announcement introducing New Employees and Customers
- Schedule “Getting To Know You” Departmental Lunches with departments that new employees will interact with during the first week
- Create a week of scheduled training sessions with the departmental leadership
- Assign a Departmental Mentor for the first quarter of a new employee’s employment
- New Hire Rewards



“Onboarding is the perfect opportunity to make a positive, lasting impression on a new hire,” says Ben Eubanks, a blogger at UpstartHR. “It really is the honeymoon phase for new employees. They’ve just agreed to come and work for a new company, and they are prepared to be wowed. But the employer must deliver.”

## 19. ENGAGEMENT THROUGH RELEVANT TECHNOLOGY

Much like schools have figured out how to engage students utilizing new technologies in the classroom, businesses can use these same methods to build a more inspired corporate life for their staff.

These advancements allow you to engage with employees at a whole new level and much of it can be done for free via social media (i.e. Facebook, LinkedIn, Yammer or People Are Everything). Better yet, creating your own branded social channel is an excellent method for team building and goal setting. Not only will your employees be constantly engaged, but also they’re publically engaged, thus creating a natural social buzz about your organization.

Another important thing to consider when talking technology is the need to provide employees with the tools required for their success. This means consistently updating your equipment—and not just when equipment fails. These updated advancements are often exciting to employees and encourages them to invest effort in better utilizing it. Which, in turn, means you’re helping to build their list of available talents.



You may not be able to purchase a tablet or smart phone for your employees but you can purchase a productivity app for them to use on their own device.



How can you engage your employees through technology? Use your own technology today and tweet us your ideas to @CAShortCompany. Use #35Ways.



## 20. SOCIAL EXPERIENCES

When you see one employee standing in the office of another employee laughing, do you immediately want to run into the room and break it up?

When an employee says he or she doesn't have enough time to complete his/her tasks, do you feel the need to remind the person that their lunch break ran 10 minutes long?

If you answered, "yes," to either one of those questions, you may have an "all business" mentality. Regardless, it is important to step out of your own circumstances and realize that the majority of the general workforce needs to be social to keep motivated.

With the advent of Social Media, we have become a generation who thrives on intimate relationships and sharing of our lives in real time. Social experiences should not be viewed as time-wasters. They can be opportunities to give employees a much needed brain break and encourage team work and camaraderie among co-workers.

*Disclaimer: Ok, so I'm sure you are picturing that one employee who spends their entire day hopping from office to office chatting and never getting any work done. That person isn't needing to be social. That person is disengaged, and you need to either figure out how to pull him or her back in or let this employee go.*

**encourage** —————  **C.Q. SHORT**  
a new way of **engaging**

**& TEAM WORK**  
**CAMARADERIE among**  
**co-workers.**



During your next department meeting, have each member of your team answer a discussion starter question. This will introduce your employees to the concept of being social at work on a low key level. An added bonus is they will get to know each other and build a connection with their coworkers.

# APPRECIATION

**VALUE YOUR EMPLOYEES AND THEIR IDEAS. RECOGNIZE EMPLOYEES FOR PROVIDING INPUT AND FOR TAKING INITIATIVE OUTSIDE OF THEIR DAILY RESPONSIBILITIES.**

## 21. FORMAL, INFORMAL, AND DAY TO DAY RECOGNITION

Every single day, your employees give of their talents and time to make your company what it is. You must take the time to stop and say Thank You! Atta Boy! Job well done! Good work! You're the Best!

In addition to daily gestures that can be as simple as a pat on the back or a handshake, it's best to always have an informal and formal recognition strategy in place. It let's team members know that you're committed to them, as much as they're committed to you.

**FORMAL** recognition can be a service awards banquet, a team-building retreat or even a promotion announcement.

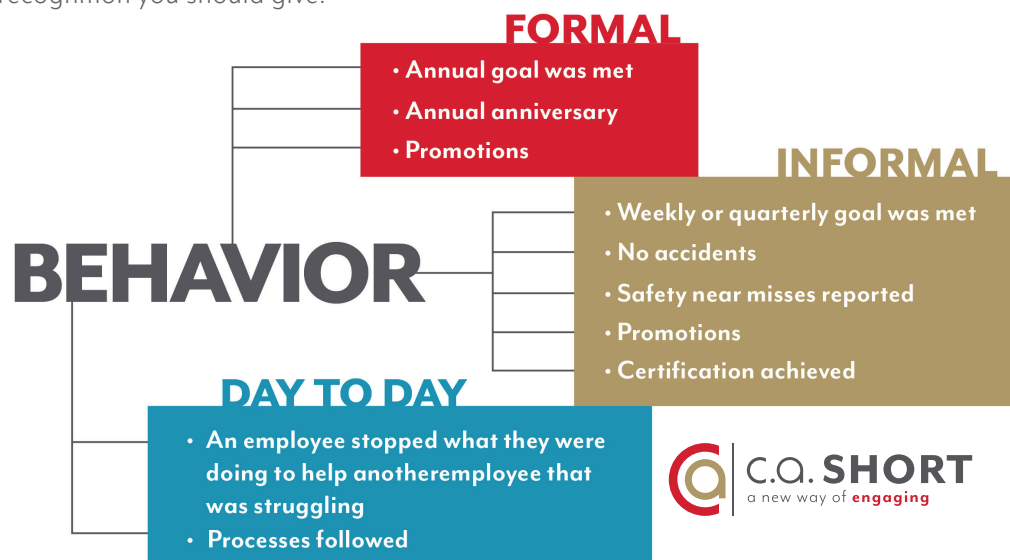
**INFORMAL** recognition can be an ongoing list of monthly team goals, the achievement of new certification or even an employee of the month award.

**DAY TO DAY** recognition can be given for daily wins, following processes, pitching in to help team members, to for being an all-around awesome team mate.



"Dispirited, unmotivated, unappreciated workers cannot compete in a highly competitive world."  
~ Francis Hesselbein, Hesselbein on Leadership

Here's a chart that will identify some behaviors that deserve recognition and what form of recognition you should give.



## 22. ON THE SPOT RECOGNITION AND INSTANT AWARDS

The digital age brought with it an expectation of real time information. Psychologically, it is advised to reward or reprimand soon after the occurrence so the event is fresh in the mind of the individual thus creating a memory that should (or should not) be repeated.

The same is true for recognizing an employee.

At C.A. Short Company, we have Instant Award Cards that we provide to our Managers to give out to deserving employees. A card can be given to anyone in the company seen doing a great job - no matter how small the job may seem. (Employees do not know when a manager has a card to give so you do not have employees doing good just for the reward.)

In one of our main hallways, we have our Appreciation wall. Employees can recognize each other for going above the call of duty by filling out a slip of paper and tacking it to this wall. In 2015, that wall was replaced with the People Are Everything Engagement Platform rec room where we recognize each other on a daily basis! The paper slip wall remains as a reminder of how much we mean to each other.

We encourage you to regularly show appreciation to your team or peers. You may not have a Rec Room or an opportunity to earn points with your Instant Award cards but that doesn't take the joy away from receiving the thanks.

## 23. END OF THE YEAR/HOLIDAY SEASON

Giving is an emotional experience for the giver and the recipient. It is important to take the time during the holiday season or the end of the year to give your employees a valued gift that says, "You matter, and we've noticed your contribution."

**We have an entire series of blog posts on the topic. I know we have one that applies to you!**

1. 4 Reasons to Begin Your Employee Holiday Gifting Strategy Now
2. Top 10 Worst Employer Holiday Gifts
3. The Death of the Christmas Bonus
4. How to say Thank You to Your Employees
5. What To Do if a Bonus Isn't In the Budget
6. How To Give a Personal Employee Gift That Shows You Care
7. Making the Most of Your Year End and Holiday Bonus Funds
8. How Do I Engage Every Employee During the Holiday Season



"Sometimes things look good on paper, but lose their luster when you see how it affects real folks. I guess a healthy bottom line doesn't mean much if to get it, you have to hurt the ones you depend on. It's people that make the difference."  
~ Mr. Frank Shirley, *National Lampoon's Christmas Vacation* (Warner Bros., 1989)

## 24. GAMIFICATION

Create an office scoreboard. Give points for outstanding performances. Create some friendly competition and include some great prizes. Gamification is a fairly new idea that's already taken root in many of today's top companies. It doesn't have to be anything elaborate to take hold, but its purpose should always be to inject a little fun into the workday.

HERE ARE SOME TIPS ON ADDING GAMIFICATION TO YOUR DAY TO DAY.

### Create a Scoreboard

Does your team have required goals that must be met each week? Keep a scoreboard in your office or in a common area of the team members and with their measurable actions listed. The scoreboard can be displayed there for all to see. This creates a game of sorts for your team to keep their needle as close to the top as possible. No one wants to be the one on the bottom.

### Earn Badges

Our People Are Everything employee engagement platform allows users to earn badges for tasks completed. Tasks include safety training completion, community involvement, Years of Service, and any other rule that is desired. In some instances, receiving a badge results in earning points. Points can be collected and then redeemed for name brand rewards.

This gamification process is popular to Executives too because of the impact it has on the bottom-line.

### Raise Money for Charity

At C.A. Short Company, we do many contests throughout the year to raise money for Relay for Life. In 2015, we had Penny Wars, a Chili Cook-off, a pumpkin decorating contest, and more. Some contests are for individuals and some allow for departmental entries.

### Online Tests that Encourage Training

Do you need to train your staff on a new program or service? Incorporate gamification in this by creating an online test or survey. Earning a certain test score can result in public recognition, a small trinket or prize, or entry into a drawing for a greater prize.



Do your employees have to turn in similar reports each month that seem to get forgotten or overwhelming - use the same gamification for reports as is suggesting for training and see that reporting frown turn upside down.



"Google, Microsoft, Cisco, Deloitte, Sun Microsystems, IBM, L'Oreal, Canon, Lexus, FedEx, UPS, Wells Fargo and countless others have embraced games to make workers more satisfied, better-trained and focused on their jobs, as well as to improve products and services." Adam Penenberg, Author of *Play at Work: How Games Inspire Breakthrough Thinking*<sup>8</sup>

# WELL-BEING

**PROMOTE WORK-LIFE INTEGRATION. RECOGNIZE EMPLOYEES WHO MAKE POSITIVE & HEALTHY LIFESTYLE CHANGES THAT IMPROVE THEIR QUALITY OF LIFE.**

## 25. REMEMBER: EMPLOYEES HAVE FEELINGS

When you look at an employee, do you see an aggressive individual who's perpetually in a bad mood or do you see someone with a 3-month old baby at home, who isn't sleeping through the night?

Your employees, no matter how tough they may seem, have feelings. They have good days and they have bad days. What happens to them before and after they step through the office doors is important, even if you don't see it.

Some employees will avoid conflicts at home by burying themselves in their work. Others will bring every bit of personal drama into the office with them and can't seem to function right. Neither scenario is wrong, as we all cope with our lives in different ways. So, remember to be approachable and realize that these are living, breathing, feeling human beings. Take the time to understand their concerns and troubles, and do what you can to put them at ease or help their situation.

### Here are some ways to show you care:

- Give five minutes of your time to ask "How are you?" Then listen - just saying it out loud may relieve some of the stress
- Choose your words wisely when critiquing work and avoid being offensive, you may not like the result, but there's an employee who is proud of their contribution
- Give direction more than you give critique. For example, "I can understand why you would use this blue. Can you let me see this in red? Also, give me a couple of options to choose from?"
- Encourage employees when they appear to be having a bad day. They may just need to know someone cares

In a recent Gallup study by researcher James K. Harter and his colleagues, they found that business unit sales and profits at one point in time are predicted by employees' feelings at earlier points in time. People's emotions impact their performance, and if they're healthy and happy, they perform better<sup>9</sup>.



"On what high-performing companies should be striving to create: A great place for great people to do great work."  
~ Marilyn Carlson, former CEO of Carlson Companies

## 26. DEVELOP A STRONG EMPLOYEE ASSISTANCE PROGRAM (EAP)

Let's face it, life is hard. Bad things happen to good people, and not everything goes as planned. Divorce, death, addictions, financial hardship, and any other item on the never ending list of stressful things that can happen, can take a toll on a persons' performance. The strongest, solid employees can find themselves unable to function when an emergency hits<sup>10</sup>.

**C** If you have an EAP in place, send out an email today and remind your employees that you are there for them during their times of struggle. Remind them to take advantage of this benefit.

Having a strong Employee Assistance Program (EAP) in place will keep your employees at the top of their game. If your team members are handling their personal issues with help from your program, the end result will be less missed time and focus isn't lost to worry.

BY EXTENDING THIS HAND TO YOUR EMPLOYEES, YOU ARE A PART OF THE SOLUTION, NOT THE PROBLEM.

## 27. PROVIDE SPACES FOR RECREATION, QUIET TIME, MEDITATION, OR EVEN A NAP

It seems like everyone wants to work for companies like Google, HubSpot, Facebook, and other companies that boast a creative work experience. Zappos, for example, has had a nap room in their facility since day one. The leaders at Huffington Post consider naptime to be an essential element of productivity<sup>11</sup>.

Creative people can't function in a non-creative space. Consider that when you place a graphic designer in a tan office with brown furniture and no windows. You may not be able to provide an office for each employee that has a ping pong table and dry erase walls (if you can - by all means do) but you can create a rec room of sorts either online or on location.

Paint the walls of your conference room with Dry Erase Paint. Use that same paint to create tic-tac-toe boards or hang man games on the walls of your marketing room.

**C** Place a basketball goal on your office door and challenge a team member to a five minute game when they come in for a meeting. This is good for team building and getting the creative juices flowing.



## 28. PROGRAMS THAT PROVIDE SUPPORT FOR HEALTHY LIVING

Healthy employees are happy employees. But, often times living the lifestyle they want can be harder than it looks. Especially, if the office kitchen is lined with donuts, coffee, candy bars and potato chips. If you want employees to make positive lifestyle changes, encourage them to do so by supporting their efforts across the board.

Permit employees to walk around when they're feeling fatigued. Choose a health care plan that rewards healthy living. Replace those fatty snacks with something a little more nutritious like protein bars and fruit. Provide bottled water, instead of soda.

Offer incentive points for health related activities like healthy eating choices, weight loss, exercise, or passing a physical. The possibilities are endless and every change you make will encourage your employees to do the same.

# GETTING STARTED ON HEALTHY LIVING *in the Workplace*



At your next morning meeting, replace the doughnuts or pastries with a fruit platter. You just might be surprised at how receptive your team will be to the change.



PERMIT YOUR STAFF TO TAKE 15 MINUTE WALKS

KEEP FRESH FRUIT IN THE BREAK ROOM

Offer delicious healthy options in addition to the "other" options at company functions

GIFT YOUR STAFF COMPANY BRANDED PEDOMETERS AND THEN KEEP A LEADERBOARD OF STEPS TAKEN



Choose a Health Care Plan that offers rewards for healthy living

20  
POINTS

Offer incentive points for health related activities like healthy eating choices, weight-loss, exercise, or passing a physical

Provide bottles of water or water stations at different places within your facility



Create Wellness Programs at the Individual and Family Level. It's one thing to make me healthy - it's another thing to make my child healthy. This will make a big difference to your employees and fire up their loyalty meter.



**C.A. SHORT**  
a new way of **engaging**

## 29. INTEGRATE THE HOME LIFE WITH THE WORK LIFE

Employees will typically spend 40 or more hours a week in the office. Assuming they sleep at night and spend the entire weekend with their family, this leaves them relatively the same amount of time to spend with loved ones. Of course, every additional hour they spend in the office has to come out of that family time as well. Consider that each employee may also be cooking, cleaning, helping children with homework, and in some cases, commuting long distances.

What this means is that employees often invest more time building your company's dream than they do their family. That's why it's important to encourage them to be an active participant in the lives of their children. Allow them to attend school functions and be respectful of their family time.

"More than half (54%) of all scientists and researchers said that work demands conflict with their personal lives at least 2-3 times per week.<sup>12</sup>" — Data from an Association for Women in Science (AWIS) study.

While you are waiting for that 3rd draft to come in by 9pm on a Monday night, some child is hoping their Mom or Dad will be home in time to read them a bedtime story. The bottom line: these moments matter.



"Employees who believe that management is concerned about them as a whole person – not just an employee – are more productive, more satisfied, more fulfilled. Satisfied employees mean satisfied customers, which leads to profitability."  
~ Anne M. Mulcahy



Try to collect nuggets of life information about your team and then occasionally ask about these things that matter to them. If a family member is in the hospital, offer to bring in a meal or inquire on the status. The more you know and care, the more they know they matter.

You can even take this idea one step further and incorporate home life into work life. Encourage a "Bring Your Child to Work" Day or hold a family picnic one afternoon. Allow employees to hang family photos and invite spouses and families to work functions. The more overlap you can find, the better it will "Employees be for all.



Take the time right now to tweet us (@CASHortCompany) and tell all of Twitter how you have involved family in the work place. No idea is too small and we can't wait to hear your ideas. Use #35Ways

# ENTHUSIASM

**INSPIRE ENTHUSIASTIC PERFORMANCES FROM YOUR EMPLOYEES. REWARD EMPLOYEES WHO SHOW COMMITMENT TO THE FUTURE OF YOUR ORGANIZATION AND ARE DEDICATED TO MAKING IT A SUCCESS.**

## 30. INSTILL A SENSE OF GREATER PURPOSE INTO THE EVERYDAY

Nothing instills enthusiasm like knowing that one's contributions are making a difference. So, if leadership will carry a torch of "this is bigger than any one person," employees will light their torches and march side-by-side.

There's a greater purpose within your own walls. Remind employees that every human being has a daily struggle they face. Not every company wants to admit this, which is why treating each other with respect and consideration can be a company culture trait that sets you apart from your competition.

Consider for a moment the following scenario: You're in the ER with one of your children on an early morning. After being there for an hour or so, a hospital employee comes around, offering toaster pastries and juice to everyone in the room. It may seem like a small gesture, but this one act of "greater purpose" will end up benefiting the entire room. The parents will no longer worry about what to feed their children. The children are able to enjoy a morning meal. And the ER is a more manageable area as the children have calmed and the parents become less impatient.



If you haven't already considered a Delight Plan for your clients, it is time to put that into play.

It was an effort to attain customer delight. That alone is a greater purpose for your employees. Knowing the way they communicate and do their job creates a moment of delight for the client thus creating ambassadors for your brand.



Think of one way you can create a better experience for your customer, client, or patient. Then train your employees on why it matters.



"Research has clearly and consistently proven the direct link between employee engagement, customer satisfaction and revenue growth."  
~ Harvard Business Review

### 31. TEAM BUILDING EXERCISES OR RETREATS

People can accomplish a lot when they work together. So, why not give them an opportunity to learn how to benefit from each other's strengths? Whether it's weekly, monthly or annually, getting out of the office and allowing team members new opportunities to embrace their abilities can not only help but actually benefit your brand.

Trying new things with your staff can generate good vibes among employees, which in turn benefits the business itself. Choosing something unique and slightly outside of people's comfort zones can encourage them to come together in new ways<sup>13</sup>.

The same can be said for company retreats. If employees see that you're actively encouraging them to take some time to rejuvenate, chances are they'll be more inclined to work harder, when the situation calls for it.

And, here's the thing about teambuilding. Games and trips are fantastic, but start by including teambuilding in the day to day - now!

**Remember this, a losing team is in the same game as the winning team.**

**A winning team, however:**

- Is well coached
- Plays well together
- Shares in wins and losses
- Learns from their mistakes
- Problem solves as a team
- Rejuvenates as a team
- Pays it Forward as a team
- Gives 100%

Encourage your employees to encourage each other and watch them come together! Engagement is more than just a hot word right now in the workplace. It is a way of connecting with everyone in your company right where they are. It is a pass thrown flawlessly and caught with strength. It is a challenge met by all and no one employee feels like they carried the entire load of work alone. Teamwork is knowing you are only as good as your team, and you are good.



Research Creative Problem Solving and use that technique the next time you have a challenging issue that you are facing. Choose people that can add to the conversation and not just people whose title has earned them the right.



Be all inclusive. Some teambuilding exercises can be embarrassing for others. Make sure you choose activities that will allow everyone to be engaged and leaves no one disengaged.

### 32. HELP EMPLOYEES LOVE THEIR JOB AGAIN

It's everyone's goal to make a living doing what he or she loves and to love what they're doing. Here are 10 ways anyone can help their employees feel they're in the right place:

1. Trust employees to do their job
2. Give creative input on the end result
3. Critique with respect for the talent and the person
4. Start projects with all the details you know
5. Acknowledge the time and effort it takes to accomplish a task
6. Acknowledge when a mistake is made — even if it's your own
7. Give team members room to grow
8. Approve required equipment when the budget allows it
9. Go to battle on their behalf
10. Do not throw them under the bus for another's mistakes

### 33. MAKE WORK FUN AGAIN

How many times have you watched television work situations and thought, “I wish I worked there.” From *Mad Men* to *Friends* to *The Office*. It is a dream come true to work at a place that makes you laugh or feel like a rock star. The reality is that those television shows (beyond being fictional) are not perfect. If you did work in those exact environments, you would hate it. You might end up being the characters at which you love to laugh.

Employees want work to be fun. After all, who would look forward to waking up and commuting into an office, just to be bored for 8+ hours? They want a job they can proudly talk about with excitement and feel like a rock star.

Don't stop at causal Fridays! Encourage your employees to be themselves and give them room to spread their wings. Invent little quirks that people can fall in love with and support their personalities. If you have a team full of sports lovers, do a weekly trashcan shot tournament to see who can clock out early. Is everyone a music fan? Invest in Bluetooth speakers and allow the team to curate their own playlist.

We heard from a Creative Director who had a rule that if a certain song came on the radio during the work day, everyone had to stop and dance it out. Another engaging moment, this time from C.A. Short Company, was having Spirit Week where the entire company would do something different each day from wearing a certain color shirt to bringing in a favorite dessert. One company even had a day where they answered almost all of their emails with a Meme. Employees began posting the Meme's on Social Media with departmental hashtags.



Organize a Spirit Week for your company. Take a look at our Spirit Week at C.A. Short Company. Tweet us the pictures from your week to @CAShortCompany and use #35Ways!

WORK CAN BE FUN AND WHEN IT IS, YOUR EMPLOYEES ARE ENGAGED.

# SAFETY

## TWO WAYS TO ENCOURAGE EMPLOYEES TO WORK BOTH EFFICIENTLY AND SAFELY.

To put it simply and matter of factly - the cost of an accident can far outweigh the cost of placing importance and focus on employee safety to the tune of millions of dollars. Just as we ensure our vehicles and maintain safe conditions to the best of our ability, it is as important that we create an opportunity for engagement for our employees who might find themselves in hazardous situations.

This thought applies to drivers, warehouse employees, health care workers, maintenance teams, construction/builders - you get the picture. Keep them safe and encourage them to participate in the process by implementing the ideas below.



Take our online assessment, The 10 Essential Elements Safety Awareness Program Assessment Tool, as a first step in the right direction.

### 34. SAFE WORK ENVIRONMENT

When a football player is injured, they pull him from the game. This can be especially hard on a team, if it happens to be one of their key players. And even with the loss of a single player, there is a chance the whole team suffers. The bottom line is that you can't always control what happens on the field, but you can control the safety environment of your workers.

Unsafe work environments are real game changers in worst-case scenarios. And failing to focus on the safety of your employees could literally destroy your business<sup>14</sup>. Some accidents can be fatal and some have lifelong damaging effects to your entire team. Imagine that employee who can't hold his newborn baby, because he's lost usage of his right arm in a Tool Dye machine slip. It's a grim scenario, but one that can be avoided.

#### Do your part and keep your team safe:

- Identify hazards
- Investigate near misses
- Provide training for your employees
- Hang appropriate signage for guidelines
- Make sure every team member is fully engaged
- Consider using an OSHA® Compliant Safety Incentive Solution



"A world-class safety organization has a plan that includes safety rewards and incentives." ~ *The Executive's Guide to Safety* published by the National Safety Council

SOMEWHERE THERE IS A CHILD, SPOUSE, PARENT, PET, OR EMPLOYEE WHO IS TRUSTING **YOU** TO KEEP SOMEONE SAFE.



### 35. OSHA® COMPLIANT SAFETY INCENTIVE SOLUTIONS

Recognize employees who maintain a safe and healthy working environment for themselves and others. Need a reason to implement an OSHA® Compliant Safety Solution at your company? How about three?

1. Increase Engagement (this will reduce accidents!)
2. Reinforce Positive Behavior
3. Increase Bottom-Line

Don't just take our word for it, listen to what OSHA® has to say:

***“OSHA® recognizes that incentive programs can be a useful means for improving safety if they incentivize workers to identify hazards, participate in training or participate in investigating near-misses.”***

From comments written by David Michaels, PhD, MPH, to Ms. Revae E. Moran, Director, Education, Workforce, and Income Security Issues, U.S. Government Accountability Office, in response to the GAO's report, Better OSHA® Guidance Needed On Safety Incentive Programs, dated March 2012

“By working cooperatively, OSHA® and its VPP partners can demonstrate that good incentive programs, which emphasize positive worker involvement in safety and health activities and conscientious hazard reporting and correction, can be one element in an effective injury and illness prevention program.” ~ David Michaels, PhD, MPH, in a VPP Policy Memorandum, dated April 2011

***“We do support programs that reward workers for demonstrating safe work practices, reporting hazards or close calls, participating in safety and health training, or serving on a workplace safety and health committee.”***

From comments written by David Michaels, PhD, MPH, to Ms. Revae E. Moran, Director, Education, Workforce, and Income Security Issues, U.S. Government Accountability Office, in response to the GAO's report, Better OSHA® Guidance Needed On Safety Incentive Programs, March 2012

Dr. Michaels was pleased that the VPP's executive director concurred with OSHA® that ***“good incentive programs feature positive reinforcement for demonstrating safe work practices and taking active measures in hazard recognition, analysis and prevention.”***

Excerpts from remarks by David Michaels, Assistant Secretary of Labor for OSHA® at the Steel Manufacturers Association Safety Committee Meeting in Arlington, VA in October 2010



Request a Complimentary  
30 Minute Safety Program  
Assessment Today!

**BONUS TIP**

From the whitepaper, **Safegagement™**: Creating Safe Companies That Thrive<sup>15</sup>:

# OSHA® COMPLIANT Safety Incentives

## 10 Elements of SAFETY AWARENESS

**C.A. SHORT**  
a new way of raising safety awareness

A C.A. Short Company Safety Incentive Program will align with and promote your overall safety program. Combined with on-going safety training and a safe working environment, a pro-active safety incentive program will raise awareness, help reduce accidents, and increase your bottom line. Our safety incentive programs are designed around the 10 Elements that create top-of mind awareness.

- 1 SIMPLE & WELL-DEFINED RULES
- 2 ACCUMULATION DESIGN
- 3 SHORT-TERM RECOGNITION PERIODS
- 4 INDIVIDUAL RECOGNITION
- 5 HUMAN INTERACTION & PEER RECOGNITION
- 6 USEFUL & DESIRABLE AWARDS
- 7 POSITIVE REINFORCEMENT & CONTINUOUS COMMUNICATIONS
- 8 FAMILY INVOLVEMENT FOR 'OFF-THE-JOB' AWARENESS
- 9 IMMEDIATE GRATIFICATION
- 10 MANAGEMENT BUY-IN & ON-GOING SUPPORT

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Safegagement™ occurs when engaged employees are safer at work and make better decisions because they care about those they work with, the company they work for, and the overall accomplishments of the organization.

Contact us today to request a complimentary consultation from one of our trained Recognition Professionals!  
Visit us at [www.cashort.com](http://www.cashort.com) or call 800.535.5690

**Safegagement™** occurs when engaged employees are safer at work and make better decisions because they care about those they work with, the company they work for, and the overall accomplishments of the organization.

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C.A. Short Company helps organizations identify behaviors they need to modify or enhance, benchmark their current performance, and then design a plan to create a culture of engagement. Solutions that are provided include Years of Service Awards, Performance Awards, OSHA® Compliant Safety Incentives, Corporate Store, Peer-2-Peer, Holiday, Wellness Initiatives, and Instant Award Programs.

a new way

- Employee Recognition Solutions
- OSHA® Compliant Safety Incentive Solutions
- Instant Award Programs
- Service & Performance Awards
- Holiday Gift Solutions

ask us how

C.A. Short Company's Shared Risk / Shared Reward Model is right for you!



**C.A. SHORT**  
a new way of **engaging**

800.535.5690  
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ISO 9001 Certified

C.A. Short Company is a thought leader in the international engagement solutions marketplace recognized for superior leadership, technological innovation, client experience, and strategic product development.

Let us show you how we can design an impactful engagement solution that encompasses total engagement through recognition, awards and incentives.