



# 2021

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THE YEAR OF BRINGING  
CULTURE BACK TO THE  
WORKPLACE



“As we enter a new year, we must continue to go forward with agility, creativity and a beginner’s mind — and that includes how we cultivate our culture. An immersive workplace is no longer limited to a desk in our [offices]; the 9-to-5 workday is dead; and the employee experience is about more than ping-pong tables and snacks.

As employers, we have an opportunity to create an even better workplace — one that allows us to be more connected to each other, find more balance between work and home, and advance equality — ultimately leading to increased innovation and better business outcomes.”

*Source: Salesforce*

## THE “NEW NORMAL” OF THE WORKPLACE

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2020 has forever changed the way we work. In the span of days, giant office buildings were abandoned while people set up their remote offices in their homes and learned new ways to communicate.

A year later, we’re starting to see light at the end of the tunnel.

As the world starts to return to “normal” what will the new office structure look like? Will companies require employees to return to a fully office based environment? Or, will they do a complete 180 and allow their employees to work remote?

Most companies polled are in favor of a “flex” model where employees will be in the office 1-3 days a week for team collaboration, customer meetings and presentations.

Whatever your strategy for returning safely to the workplace, team building should be one of the most important things to focus on in 2021.

After a year of not being able to meet and collaborate in person, creating unique team building experiences in 2021 will be important to resetting values of what your company culture will look like.



“A recent Gallup study reported that engaged companies consistently outperform the competition when it comes to things like profits, productivity, and turnover. And it stands to reason — the closer you are to your co-workers, the happier you’ll be at work, and the more likely you’ll be to sacrifice your discretionary time to help them succeed.”

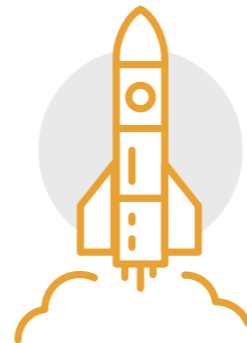
*Source: Snack Nation*

## THE BENEFITS OF TEAM BUILDING

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**21%**  
Greater profitability



**17%**  
Higher productivity



**10%**  
Higher employee ratings



“Team Building is the most important investment you can make for your people. It builds trust, mitigates conflict, encourages communication, and increases collaboration. If companies are going to focus on a flex work environment, bringing employees in to the office for important events like Team Building will be what 2021 and the future of flex working will look like.”

*Source: Forbes*

## TEAM BUILDING TIPS:

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### REMOVE ANY HIDDEN AGENDAS

Don't aim to do an event around building leadership skills or teaching lessons that can relate to the workplace. These events should be fun. A time for employees to spend time together and bond over a common goal that isn't work motivated.

**Pro Tip:** The more memorable events, the ones that will keep employees looking forward to the next one, are those that don't feel like a day in the office.

### LEARN NEW SKILLS TOGETHER

Trying new things with your staff can generate good vibes among employees, which in turn benefits the business itself. Choosing something outside of people's comfort zones can encourage them to come together.

**Pro Tip:** Trying something new as a team gives employees a chance to problem solve and work together which can spark creativity in the workplace.

### IT'S NOT A SPLURGE, IT'S AN INVESTMENT

Doing something memorable can cost a little bit extra than let's say just the standard company picnic. Don't think of it as an expense. This is an investment you need to make in your employees to make them feel valued.

**Pro Tip:** The cost of employee turnover is far more expensive than the investment you should be making in your employees' happiness.

“Sourced’s ‘Shaken & Stirred’ class was such a hit! Literally everyone is still talking about how it was one of the best Facebook ATX events this year!

I’ll plan to have this as annual event moving forward.”

— Ayaan Roble | Facebook Program Manager - New Products

## LETS GET BUILDING

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### FURTHER INFORMATION

Looking to host a team building event soon? Book our #1 team building event. **Shaken & Stirred**, a friendly team building competition where our mixologists teach everyone the fundamentals of making a great cocktail and then put teams to the test in a chopped style competition.

### CONTACT US

For more information on **Sourced Craft Cocktails Team Building Activities** or to book your next **Shaken & Stirred** event please email us at: [bookthebar@sourcedcraftcocktails.com](mailto:bookthebar@sourcedcraftcocktails.com) or fill out our request a quote form at [promotions.sourcedcraftcocktails.com/team-building](https://promotions.sourcedcraftcocktails.com/team-building)



**Instagram:** [@sourcedcraftcocktails](https://www.instagram.com/sourcedcraftcocktails)

Follow us to find great cocktail recipes and see what fun events we are up to!



**Email:** [bookthebar@sourcedcraftcocktails.com](mailto:bookthebar@sourcedcraftcocktails.com)

Shoot us an email regarding any of your cocktail and team building needs as one of our team members will reach out with more information!

