

3 TIPS TO BUILD AN UNBEATABLE CULTURE IN THE “NEW NORMAL”

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Vaccines are being distributed, health mandates are being relaxed, and a “return to normal” is slowly emerging. As the post-pandemic recovery continues, companies are exploring different options for bringing their teams back together under one roof and refocusing on creating a collaborative environment.



Providing a successful rollout for returning to the workplace will be key to resetting how your employees collaborate and communicate with each other and ultimately set your company up for success in 2021.

YOUR COMPANY’S CULTURE: WHAT’S AT STAKE

Keeping an engaged workforce not only impacts morale, but also the bottom line. Disengaged workers exhibit:

37% **49%** **60%**

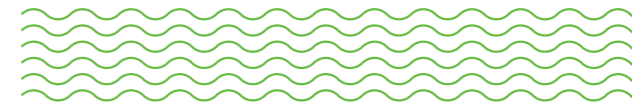
**HIGHER
ABSENTEEISM**

**MORE WORKPLACE
ACCIDENTS**

**MORE ERRORS IN
THEIR WORK**

Source: Harvard Business Review





HOW CULTURE AFFECTS YOUR RECRUITING ABILITIES

A company's culture and what they stand for is becoming more important to the workforce, especially as companies look to recruit the younger generations of Gen Z and Millennials.

Job seekers site:

46% 15% 10%

SEE CULTURE AS A PRIORITY WHEN SEARCHING FOR A NEW ROLE

HAVE TURNED DOWN OFFERS DUE TO A COMPANY'S POOR REPUTATION

WILL TAKE LESS PAY FOR A COMPANY THEY ARE PASSIONATE ABOUT



THE COST OF HIGH TURNOVER

High turnover leads to depressed employee morale, while a hostile workplace will force quality individuals to seek employment elsewhere. The cost of these two problems working in alignment with each other can be very expensive.

By the numbers:

47%

 OF JOB SEEKERS CITE COMPANY CULTURE AS THE REASON FOR SEEKING NEW EMPLOYMENT

6-9

 MONTHS' SALARY IS THE ESTIMATED REPLACEMENT COST OF AN EMPLOYEE

3 TEAM BUILDING TIPS TO PRIORITIZE

“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.”

- Forbes, “Why Team Building is The Most Important Investment You’ll Make”

01. 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 isn’t work motivated.

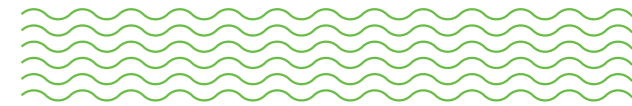
Pro Tip: The more memorable events, the ones that will keep employees looking forward to the next one, are those that don’t feel like a day in the office.



02. 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.



03. IT'S NOT A SPLURGE ITS 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. According to The Society for Human Resource Management the estimated replacement cost of an employee is 6-9 months' salary.



HOW WE CAN HELP IMPROVE YOUR COMPANY’S CULTURE

Sourced Craft Cocktail has a menu of programs geared toward organizations looking to keep a strong company culture in today’s evolving workplace, from hosted happy hours to virtual events, Sourced can provide unique ways to start building up your team’s morale.



Our favorite Team Building event that will engage your employees, provide a sense of autonomy, and create a more collaborative environment is called 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.

A great way to shake off the social awkwardness of returning to the office and help forge relationships that will help your company flourish in the new workplace of the future.

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

or fill out our request a quote form at

promotions.sourcedcraftcocktails.com/team-building

“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 an annual event moving forward.”

— Ayaan Roble, Facebook Program Manager/New Products