



10 Ways To Make Work Mean More

Social Isolation Calls for Meaningful Work

The current social isolation resulting from the pandemic has obliterated office occupancy, and drastically changed what work looks like, how it's lived each day, and what it means. Hybrid work is the new work model, and every business will need to embrace it to remain competitive. Inspiring all employees, including those who are remote, to be more productive and to remain connected to your organization's purpose is crucial for growth. Helping employees stay motivated with recognition, incentives, rewards, wellness gamification and more, are now business-critical.



Attract & Retain Top Talent

In addition, in a climate where businesses are struggling to attract and retain top talent, making work mean more gives current and prospective employees more reasons than ever to commit to you for the long term. It also encourages them to show up each day with passion and purpose, and to pursue ongoing training in order to grow and excel in their field.



Transforming Work Into Purpose

Imagine if your employees all shared the same passion, focus, and urgency that you do for success and growth. Creating that level of engagement is an emotional task that involves recognition, rewards, wellness, and the transformation of work into purpose.

At CarltonOne, we believe companies thrive by **making work mean more**, and inspiring their employees to help change the world.

Get Results In Your Business

With the 10 tips below, you'll get ideas you can immediately start using to raise the trajectory of your business and create a productive **and** passionate work climate.



1. Culture: Grow a Positive Culture

Growing a winning culture begins with clearly articulating the culture you want to create. It's the active articulation of your brand in your workplace. It's your company's ultimate 'soft skill'. The best corporate cultures become powerful competitive weapons when every employee breathes it and believes it.



2. Psychology: Understand the Psychology of Employee Engagement

What motivates you? Ask a hundred employees and you'll receive a hundred different answers.

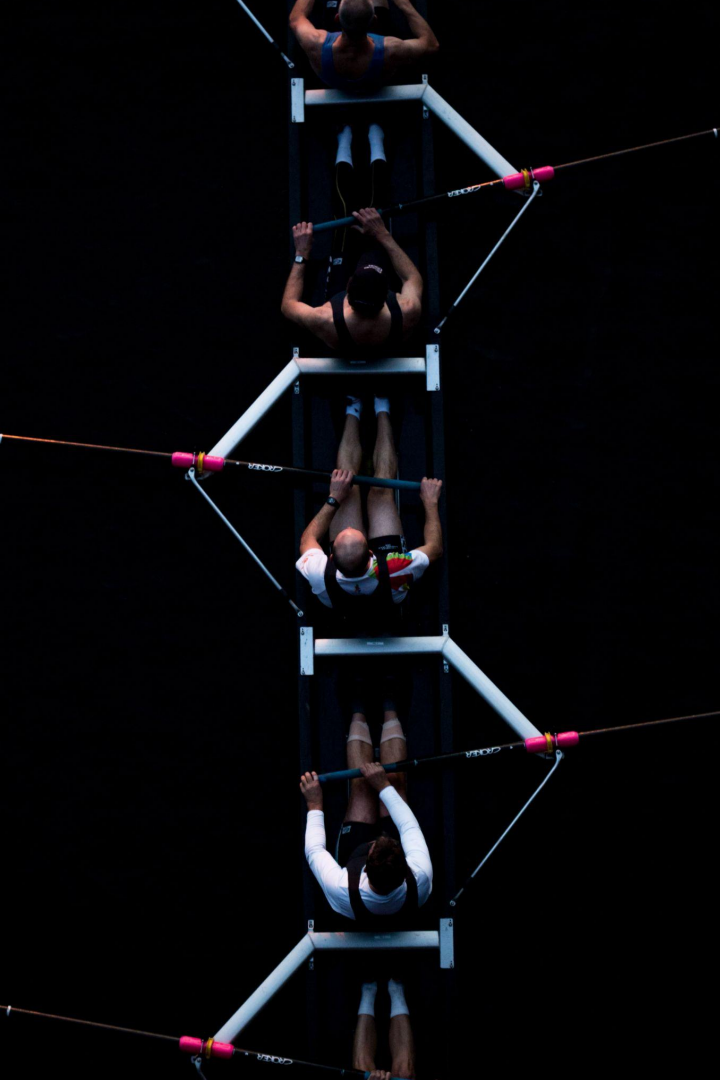
What ties them altogether is **engagement**.

Engaged employees deliver. They create success. They prove that their emotional commitment to your organization translates into real-world results. And the more their colleagues see this, the more engaged they will themselves become.



3. Creativity: Use Creative Means to Keep People Inspired

Many companies work hard to create **repeatable processes and systems** to maximize productivity, consistency and quality. Following the same routine day after day, quarter after quarter, can numb even the most engaged team member, however. Long term, nothing busts boredom like doing a job that you love. If you can match your employee's interests and preferences with elements of their position, then you'll help foster more engagement.



4. Alignment: Align Your Teams Around a Common WHY

With many employees now working from home, or isolated at the office, companies are realizing now, more than ever, that keeping everyone aligned is crucial to performance and growth. When an employee is unmotivated, they don't produce as much - meaning a lack of alignment can have a significant impact on your bottom line. When you help your team feel more aligned with their work, you're also aligning their performance with your growth trajectory.



5. Social Recognition:

Use Social Recognition to Boost Engagement

We all love it when our hard work is recognized and appreciated. But the power of those positive vibes can be multiplied when we are also recognized socially, in front of our peers. When you start discussing who's earned rewards (and why) on your company intranet or social media platforms, it gives the whole organization a chance to see what excellent work your employees are doing, helping them feel like the whole business knows who they are and appreciates the work they do.



6. **Flexibility:** Create & Nurture a Workforce, Not a Workplace

We learned that individual productivity did not plummet when employees went home. In fact, many discovered that working remotely changed the experience of work in many ways, and some for the better. The surge in remote work, at first a “necessary evil”, became a siren song for what can be possible when we stop making work about the **place** and start making it about the **people**. Many businesses have found that, even as working from the office once again becomes a possibility, it makes sense to find continued ways to be flexible in order to meet their employee’s needs and desires.



7. Adoption & Inspiration:

Inspire & Incentivize an Intentional Culture

Good managers also know that the best reward can often be as simple as an in-the-moment thank you, or an on-the-spot handshake. It directly ties a specific, timely action to an instant reward. Above and beyond these informal methods, however, you can also consider adopting a more formal rewards and incentive program. This might include methods for public recognition, ways for employees to earn incentives, like travel or points, as well as opportunities for peer-to-peer recognition. It all builds culture!



8. **Training:** Promote and Recognize Ongoing Learning

Few employees yearn to go back to school, even if it is just a few hours in that conference room. But training, skills upgrading and professional development are critical for both employee and company. You can be a powerful part of giving your employees the tools to always be learning and growing in their leadership and career paths. Training and personal development go hand in hand with a strategic employee engagement program, and employers can definitely offer incentives for employees to pursue additional training.



9. Sustainability: Invite Your Employees, Clients, & Community into a Sustainable Business Model

At CarltonOne we believe we have the global capability to make a significant impact. This is our purpose, and we invite not only our employees, but also our clients and wider community into that purpose. Ultimately, we know we can accomplish this by **making work mean more**. More than the projects, meetings, deadlines or money that tend to consume our thoughts on what work means. By offering easier recognition, greater rewards, healthy wellness, family savings, and simple climate action — we make our members happier and companies stronger.



10. Diversity, Equity, Inclusion: Wellbeing is an Essential Part of Making Work Mean More

In order to truly make work mean more, it's essential that your employees feel they are fully seen and supported. Diversity, Equity, and Inclusion initiatives are a major part of ensuring that this level of holistic wellbeing is occurring in your workplace. It is essential that any organization provides communication, training, and support in these matters in order to truly create a workplace where work **can** mean more.

The ROI of Making Work Mean More

A study of

50,000

Purpose-driven companies found
that they outperformed the S&P by

400%

over 10 years



Employees who feel that their work is more than just a job were **4x more loyal** to work harder, **11x more loyal** to their employer and **14x more likely** to look forward to coming to work

Productivity increases of up to

225%

were reported of employees that were inspired by the purpose of their employer.

These positive results expand beyond our workforce, as all stakeholders — our partners, vendors and customers — will benefit from our pursuit of positive **eco-action**.

Ready to make work mean more?

Building a purpose-driven company, and a new growth trajectory, starts by making your business more meaningful. Productivity, performance and profit rewards flow by transforming how your employees, partners and customers are engaged.

[Connect with us today to learn more about how to get started in your organization.](#)



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Make Work Mean More

With CarltonOne

Engage With Purpose

Smart employers understand that they can't engage an employee without engaging their sense of purpose.

Making work mean more unlocks new levels of loyalty, innovative design thinking, personal and team performance, and revenue growth.

CarltonOne can ignite this for your company.

Our Principles

Innovation

Innovation thrives amid boldness and bravery. We empower individual creativity and inspire original thinking to overcome obstacles.

Collaboration

Our collective capacity for achievement grows when we work together with a common vision, equal respect, willingness to share, and openness.

Responsibility & Sustainability

We believe sustainability is a responsibility, and engineer our technology platforms to make a tangible difference in the world.

Transparency

Trust is built on transparency. Our eco-actions are demonstrable and public to inspire others to join us.

Let's make work mean more together.

Emotionally engaged employees are more passionate about their mission, have higher productivity, demonstrate deeper creativity, and express a stronger sense of loyalty.

CarltonOne
E N G A G E M E N T

Let's make work mean more together.

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