



IDEAS AND BEST PRACTICES TO ENGAGE TEAM MEMBERS

**A Thought Starting Guide for
Executives and HR Teams**

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Introduction:

A Thought Starting Guide for Executives and HR Teams

The purpose of this guide is to create dialogue and brainstorm on what companies can do in their organizations to increase engagement, team bonding and retention within organizations. These ideas came from the illustrious Best and Brightest community where they have been proven as employers of choice from some of the top scoring companies in the country. As return to work becomes required by clients, or by policy these ideas could help companies navigate this transition. This guide can be shared with committees, staff retreats, brainstorming huddles and with executives and thought leaders to have some easy, quick and affordable engagement action items.

Topics Covered:

- Creative Shifts and Hours
- Compensation, Benefits and Wellness in the Workplace
- Family Engagement
- Retention Strategies
- Perks-Low Budget and High Impact

*If there is something missing or you would like to share a best practice, please email NABR at **info@nationalbiz.org** and use the subject line “Best practice thought starters.” It may be included in a future guide.*

Creative Shifts & Hours

- **Off days/long weekends:** Company-paid "company closed" days for respite between projects.
- **Core hours with shifts:** The entire team is together from 10am–2pm, create several shifts around those core hours. Make them flexible where anyone can take any of the authorized shifts to accommodate soccer games, important events and family needs. Examples: 6am–2pm, 7am–3pm, 11am–7pm, 12pm–8pm
- **24/7 firms:** 4 days at 10 hours a day, 3 days off. This can include rotations between morning, day, and evening shifts.
- **Provide "Life" days:** Can be used for any reason last minute, no questions asked.
- **Onsite nap pods/respice rooms:** These rooms encourage a reset and are designed for meditation or fun.
- **Unlimited Personal Time Off (PTO):** With the caveat of a clear policy for extended time off.
- **Flex Fridays/shortened work weeks:** A team member can be given 1 flexible Friday off at a determined cadence. They can select which Friday they prefer within that time frame.
- **Retail/manufacturing, 24/7 firms, or 7 days per week companies:** consider 6 months on, one month off, or preferred cadence of months on/month off.

Compensation, Benefits & Wellness in the Workplace

- **Paid sabbaticals:** Based on tenure starting at 3 years or similar. Create a vesting schedule for paid sabbaticals.
- **Performance-based paid vacations.**
- **Remote work perks:** Based on tenure or incentives, pay for travel to work at a desired location. Can be selected by the team member as a "dream destination," work shift to ensure time to work and time to enjoy the area.
- **Offer Lifestyle accounts:** Pre-tax savings for non-traditional benefits.
- **Student loan debt reduction:** Through 401K platforms as an option or self-funded through the company.

Compensation, Benefits & Wellness in the Workplace

- **Debt Reduction:** Based on tenure and/or merit. Assist team members in reducing their debt footprint.
- **Onsite speakers:** For Elder Care and Child Care. Ensure pre-tax account are offered for caregiving needs.
- **Infertility treatments/adoption services:** Assist team members in the costs of these services as well as paid time off when seeking treatment or when adoption transpires.
- **Debt management training:** Onsite experts for budgets and investments as part of wellness offerings. Include family members of team members.
- **409As:** For engaging and retaining younger team members.
- **Supplemental Retirement Accounts:** for key team members invest in a policy to supplement the 401K or pension that the company offers.
- **Paternity/Grandparent paid leave:** Include in time for fathers and grandparents in paid leave policies.
- **Estate Planning and Will services:** Paid by the company.
- **Referral bonuses:** Significant pay bonus for referring new employees for open positions. Most recruiters charge 15-30% of base salary in fees, ensure team members get something significant and appropriate as they are saving the company funds.
- **Bucket list/Dream Accounts:** Set up a bank/credit union account for team members to auto deduct pay for the purpose of saving for a dream/wish. The company matches a percentage of contributions based on tenure or merit.
- **No internal/digital meeting days.**
- **Meeting schedules:** Start and end at the 15 and 45 of the hour.
- **Onsite Childcare and/or Senior Care** or partnership with a local facility. In some situations, merging the childcare and senior care could be a win-win for all involved.

Family Engagement

- **Reward points:** Family members can purchase "freebies" from a company site based on achievement/tenure of the employee.
- **Handwritten notes:** From the CEO to thank family members, especially during busy seasons.
- **Family "Wish" grant committee:** For emergencies at home.
- **Family gifts wish list:** For children of the team members during financial hardships for gifts at holidays, birthdays and special events such as graduations.
- **Family gatherings:** Highlighting company culture and mission. Invite inspirational speakers and have entertainment for the entire family.
- **Team travel for retreats:** With significant others/spouses.
- **Family Dinner Night:** the company can provide food for families, especially during busy seasons. This can be a grab and go, or gift certificate to their restaurant of choice.
- **Paid volunteerism:** 2 days a year with family members when appropriate.
- **Vacation/Stay Vacation Sabbaticals:** Offer extended time off for travel with family, such as a month off based on tenure or stay vacations to get things done around the house.

Retention Strategies

- **Customized development plans:** Including personal goals and bucket list items.
- **Clear progression of positions:** From job posting to 7 years out. A promotion and pay flow chart for what they can expect in their career at the company. Customize perks and incentives.
- **Strategic discussions in lieu of Performance Reviews:** The National Association for Business Resource recommends Become Unmistakable's U-map program with software that allows employers and employees to facilitate these types of discussion. Formal performance reviews are not recommended.
- **Project rewards:** Create a clear "if this happens, then this reward is given" for special projects.
- **Host client presentations onsite:** This has been a game changer for some Best and Brightest companies. Clients present to the team their goals, needs and where they see the value of the company.

Retention Strategies

- **Team bonding events:** Rent local Air B&B for strategic huddles and team bonding. Ensure leadership is “giving” at these meetings to show appreciation such as cooking for the team, presenting tokens of appreciation, or similar in a meaningful way.
- **Unconscious bias training:** In a turbulent political environment, offering unconscious bias training is a win for collaboration and showing mutual respect of others.
- **Monthly employee awards:** Tied to core values on a regular cadence.
- **Open door leadership meetings policy:** Any team member can attend any leadership meeting to listen and learn more about “the why” behind leadership decision.
- **Teach ambition:** Define it for the team and company, ensure they understand what winning looks like for them personally as well as the company.
- **Extra paid holiday:** Branded with the company, such as “ABC Company Day” and tie it to core values.
- **Wellness subscriptions:** For apps like Calm or Insight Timer.

Perks - Low Budget High Impact

- **Connect with Nature Day:** Encourages hiking, gardening, kayaking as a paid vacation day, can have a photo share of what activities team members participated in.
- **Provide Dinner Free:** Reduces stress for longer days. It may include a grab and go service, private chef food delivery or food trucks.
- **Food Truck Breaks:** Food and Ice Cream trucks on site and at multiple locations.
- **Onsite masseuse**
- **Concierge services:** Depending on the company environment, some firms are opting to have a full-time concierge onsite to run errands, help with household or personal needs for team members. Others outsource to a concierge company to assist.
- **Onsite Fitness room/showers.**
- **Chaplain services/Social Workers onsite:** These non-denomination services help team members through particularly difficult days such as the passing of a loved one, troubles at home, or a need to talk to someone. They are highly confidential and trusted personal advisors.