

Top 4 ways People Leaders are leveraging swag to build culture & brand

I'm not big on telling people leaders who are helping build innovative & growing brands that if you buy all of your employees YETI's, you'll have a better workplace culture. There are so many factors in one's decision to work at a company. SWAG is likely not among them, at least not at the beginning of the relationship.

However, as time goes on, and familiarity sets in; there are very few ways an employer can differentiate themselves and create 'moments of delight' to their internal teams beyond swag - especially in these Covid times. There won't be companies on the Top Places To Work lists because they host Free Bagel Fridays. As you know, it's much deeper than that.

Gifting is a differentiator and a tool to spread delight & embolden your brand & culture.

How do the best companies in our community do it?

1 They outsource.

Yes, this is a self serving #1, but it's true. The best companies partner with companies (Ink'd or others) that fuel ideas and creative concepts that are outside the knowledge zone of the People Ops team.

Find a partner you trust and rely on who can scale with you over time.

Partners always trump providers.

Give Choice.

Not every employee wants or needs a branded bluetooth speaker; some may want a pullover, others might prefer a Jacket. Fanny packs even made a comeback last few years! That said, too many choices can obviously promote indecision but offering no choice means you'll definitely miss the target with many.

Be happy by delighting your colleagues and teams, have the selection.

3 Think Big.

One nice thing is better than four crappy things. Less is more. Pay up, the additional money spent is for your most valuable asset. Give people things they would buy themselves, don't try and replace items they've got with items you've bought (I.e. No one wants cheap sunglasses except kids in Summer events) and get shocked when people don't want to wear your brand, not at sticker prices.

There's gifting & swag and then there's tchotchkes(had to google that spelling!). You want the former.

Family Matters.

My wife talks to me about her company all the time, I talk to her about mine. We share our opinions about the company. A happy partner and family is the best promoter of a long time employee.

There's an old adage in sales, if you want to do something nice for someone, do something for their kids. This is more true than ever in a home based gifting environment. Think about delighting teammates and 'everyone in the house' and chances are, you've won.



How to get CEO Buy In

CEO's by nature are competitive. **Do your homework.** Know, what are the best companies doing for swag? What are your competitors doing? You don't need to one-up other companies but in a competitive landscape, you need to be in the game.

Deliver the Solution with the Question. CEO's respect and reward initiative. They're busy. If you present a solution, thought out, priced and ready for approval, you've eliminated the work.

There's either a belief and a budget or there isn't.

The more decisions you make binary for a CEO, the more decisions you'll get. The work never goes to waste; even if not implemented, it remains relevant, perhaps for your next stop. Because if you believe in SWAG as an important way to build culture and your CEO doesn't, then aren't you already looking for the next opportunity.



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