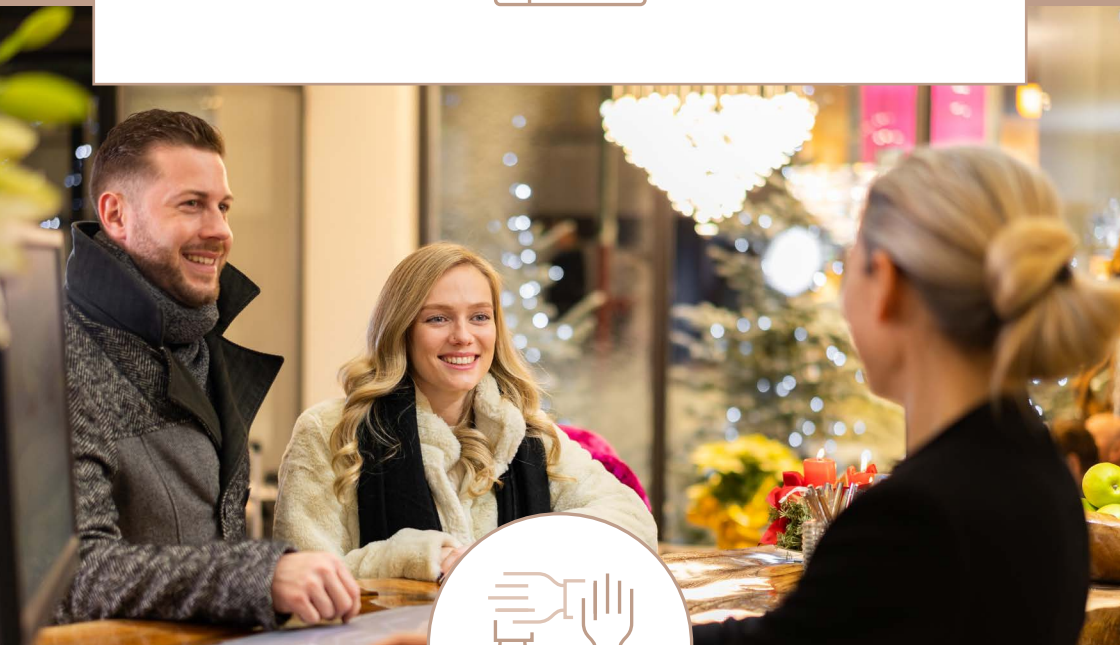
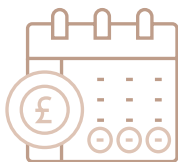




KEEPING YOUR
**EMPLOYEES HAPPY
& MOTIVATED** THIS
FESTIVE SEASON



UK hospitality businesses typically generate between **33% and 50% of their annual profits** in the last three months of the year¹.



The festive period is a wonderful time of year when we all get to relax and spend time with our loved ones – that is, unless you work in the hospitality industry. While others are winding down, hospitality businesses are ramping up their efforts and preparing for one of their busiest periods. As the atmosphere and energy levels rise in your establishment, so too does the immense pressure to maximise revenue and give your customers a memorable experience.

So, how can you keep your employees motivated?

Well, here are a few tips to help...



TIP 1

RELAX THE RULES A LITTLE

We're not suggesting that you give your employees carte blanche and introduce an 'anything goes' policy, but **you can certainly loosen the reigns slightly**. For example, if you have a dress code or employee uniform, perhaps allow your staff to decorate their outfits with tinsel or wear a festive hat during their shift to help keep yuletide spirits high – **and spread that festive cheer to your customers too**.



Happy workers are

12%

more productive².

REMEMBER YOUR OWN PARTY

While your employees will likely spend weeks tending to festive party attendees and guests, **make sure they don't feel left out by organising your own yuletide fiesta.** Obviously, this will have to wait until after your 'busy spell', but make sure you book something in the diary to give them something to look forward to.



69.5%

of employees
are looking forward
to an in-person
Christmas do³.



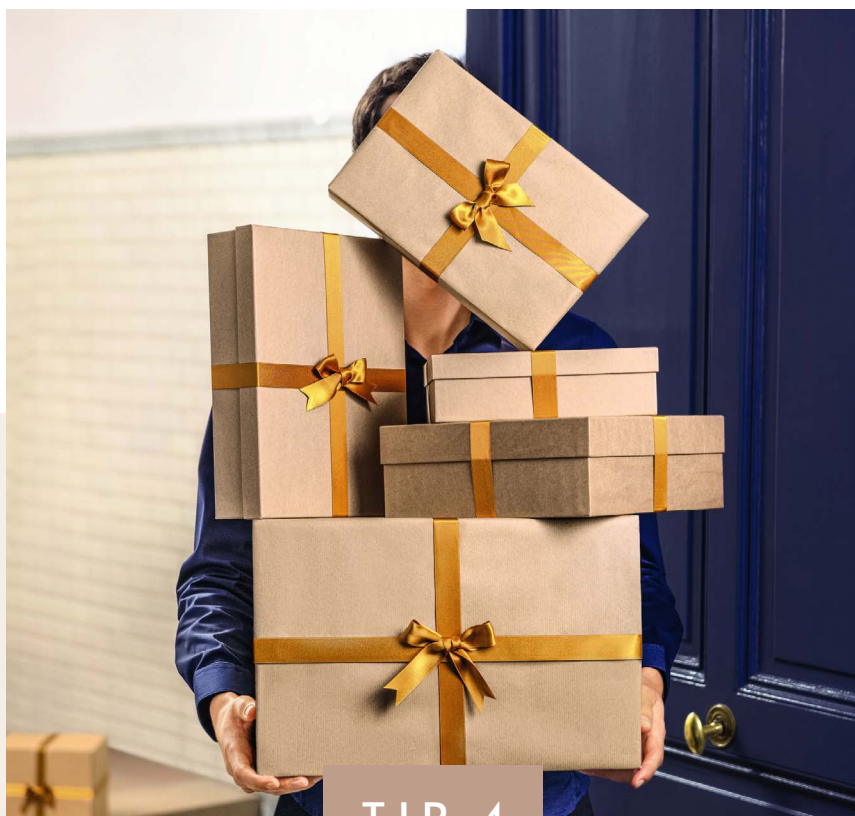
SHOW YOUR APPRECIATION

The holidays are the perfect time of year to show your employees how much you care about them. Whether it's for their continued loyalty or simply their performance during the festive season itself, make sure you show your appreciation with a thoughtful gift. This can either be physical gifts that you know they'll like, or gift cards that they can use to purchase something special for themselves.

80%

of businesses say that gifting had improved employee relationships⁴.

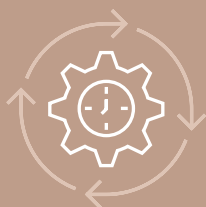




TIP 4

ACCEPT PARCELS IF YOU CAN

If your employees are to be spending more time than usual at your premises, **make it easier for them to be there**. At this time of year, your employees are likely receiving regular parcels, as festive gifts are delivered from online retailers. But, if they are not at home to accept them, then they may have to experience the inconvenience of having to queue up at the post office or parcel depot. So, if you have the space and resources at your business, **allow your employees to have their online deliveries sent to their workplace**.



When employees in hospitality have greater flexibility in how they work, there's a

41%

higher likelihood of engagement⁵.

MAKE SURE THERE'S DOWNTIME

During the festive period, you'll need all hands on deck – that's a given. But, this is usually followed by a quiet spell when your employees are less in demand. So, as a thank you for all their hard work over the holidays, **why not give them an extra day or two off work in the New Year, fully paid of course.** Even just the knowledge that they have some time off coming up **may be enough to empower them through the busiest of shifts.**



     1 IN 10     

employees **don't feel comfortable asking for time off** for mental health reasons such as burnout⁶.

REMEMBER TO KEEP IT FUN AND FESTIVE

Yes, the holidays are important to your hospitality business. **But, don't forget that it's also a time of fun and festivities.** Keep your employees' spirits high by putting up decorations, playing a mix of festive songs, encouraging them to partake in merry games and generally keep the mood joyful. Games such as Secret Santa are not only a great way to elevate the mood, but also prompts employees to get to know their colleagues better.



Companies with a highly engaged workforce have

21%

higher profitability⁷.

BREAKS BEFORE BREAKING POINT

It's no secret that your employees will be under immense pressure during the festive period – especially this year as the World Cup is also likely to keep your premises busy. So, before your employees have an opportunity to burn themselves out with tiredness, introduce a new break routine that gives your employees more time to rest. **You can even support these moments of peace by providing high-quality coffee and festive snacks and treats.**



57%



Hospitality is the most stressful industry in the UK with a staggering **57% of employees** reporting workplace stress, ranking ahead of industries such as Retail, Transport and Education⁸.





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Sources:

¹Financial Times | ²University of Warwick | ³Moorepay ⁴Truly Experiences | ⁵O.C. Tanner | ⁶HR News | ⁷HR Cloud | ⁸CLH News