

# Welcome

11  
Celebrating  
Years

to our Doubletake "Quick Take" Newsletter. In this month's edition:

- Employee Engagement Tips
- Return to Office Swag Ideas
- Doubletake Defenders PPE
- Featured Product



*Employee Engagement:*  
**ESSENTIAL**



After 14+ months of remote or hybrid work for many, employee engagement is a more important concern than ever. While maximizing productivity is, of course, part of the equation, creating a company community and a positive culture are essential, and ever-more challenging. Part of what we do for clients is "convert recruits into team members and employees into brand advocates." Promotional products can certainly help those efforts (more on this to follow), but the foundation of company culture must already be present. Before an employee will proudly wear a jacket promoting his/her company's brand, he/she must already love working there.

**Here are a few *unique* employee engagement and culture building practices we've found successful or seen work well at other great companies:**

- Gratitude Time: We each share an item we're grateful for in our Friday afternoon team meetings
- Weekly Accountability Meetings (WAM's): We each meet 1-1 with each other team member with whom we directly collaborate on projects weekly to monitor project progress, set goals, and assess morale (works well for small teams, but can be adapted for larger teams)
- Virtual Team Outings/Events: We've seen cooking classes, cocktail making, game nights, yoga, household scavenger hunts, and lots of other innovative ideas--even live virtual travel!
- Feel free to share your successes/best practices with us!

**Here are a few books we recommend regarding positive company culture:**

- *Setting the Table*, by Danny Meyer - emphasizes the "inside-out" model of how caring for your internal team first will ultimately result in elite customer care
- *Traction*, by Gino Wickman - excellent roadmap for defining/expressing organizational values and running team meetings (adaptation necessary for small teams)
- *The 21 Irrefutable Laws of Leadership*, by John Maxwell - great self-assessment for leaders and actionable advice for improvement

**Now that you've laid the groundwork with an outstanding company culture, here are some ways we can help you use promotional products to convert recruits into team members and employees into brand advocates:**

- New Hire Welcome Swag Kits
- Swag Packages to Supplement Team Building Events
- PPE & Fun Product Swag Bags for Return-to-Office
- Staff Birthday Gifts
- Summer Swag Direct Mail Packages
- Staff Holiday Gifts ('twill be the season before we know it!)



# Return to Office Celebration

Is your organization back in the office part-time or full-time yet? In addition to the thick layer of dust on your desk and the mold-covered half-eaten bowl of salad you forgot you left over from your lunch last March, wouldn't it be nice to receive a cool swag bag to welcome you and your team back? Reach out to us for creative ideas!

# WELCOME BACK!

## DOUBLETAKE DEFENDERS PPE

Have you checked out our PPE (personal protective equipment) website yet? At [www.DoubletakeDefenders.com](http://www.DoubletakeDefenders.com) we help you "Defend Against Germs" with our vetted assortment of brandable face masks, hand sanitizers, touch-free gadgets, plexiglass room dividers, sanitizer dispensers, and much more. You can also build your own PPE kit to provide to your team upon arrival back at the office, and engage us for custom kit ideas.



Have a listen to Matt's explanation of how our Doubletake Defenders product line came about as he discussed with Steve Gordon on the Unstoppable CEO Podcast:



*Click Here to Listen*

## Product Spotlight:



### Toadfish Non-Tipping Can Cooler

The Can Cooler has a suction cup that allows it to stay upright while being hit or rocked

Double wall vacuum insulation keeps your drinks ice cold until the last sip

A high-grade stainless steel construction protects it from rust and punctures

Rubber locking gasket securely locks in your can of choice

