

# Welcome

11  
Celebrating  
Years

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

- Back to Work
- Back to School
- Supply Chain Update/Planning
- Product Spotlight



## Back to Work:

The informal consensus seems to be that after Labor Day most teams will be back on at least a hybrid format of working from the office a few days a week if they're not doing so already. Here are a few ideas to maximize the success of this return:

- **Client Appreciation Tip:** Call up a few clients or strategic partners (on their office lines!) you haven't spoken to in awhile out of the blue to see how they're doing. Just say, "Hello," welcome them back, and find out how they're enjoying getting back into the swing of things. Even if you leave a voicemail, people will appreciate hearing your voice and knowing you care.
- **Employee Engagement Tip:** In the wake of the pandemic, stress and depression levels are elevated. Happy hours and social events are helpful for culture-building, but more importantly, people want to feel appreciated and valued for their work. Make time to deliver praise and recognition. Never underestimate the impact saying, "Thank You," can have on a team member—and never underestimate how frequently you need to say it.
- **Recruiting Tip:** Nearly half of job seekers cite company culture as their driving reason for looking for work. Seek out ways to introduce recruits to a variety of team members during the interview process to help them experience your company culture—and assess whether they'd be a cultural fit. Get creative to do this if you're still recruiting in a virtual manner.
- **Leadership Tip:** Not everything *has* to be a meeting. As important as it has become to protect against "Zoom Fatigue," teams will soon (again) tire of unnecessary in-person meetings. Capitalize on the excitement and re-energizing of getting the band back together, but choose wisely what needs to be discussed in-person in a group setting, set an agenda, and batch topics to minimize wasted time.

- **Productivity Tip:** Delegate, delegate, delegate...and don't wait to do it! "It will be quicker if I just do it myself" is the enemy of growth. Yes, sometimes it seems that giving the instructions on how to complete a task takes nearly as much time as just completing the task, but even saving five minutes here and there adds up, and the mental weight that evaporates when a to-do list item disappears is incredibly freeing and leaves more room for creative, strategic thinking. As soon as a task/project arises, decide if it can be delegated, and try to do so within 24 hours to minimize the mental weight.

### How Promotional Products Can Help:

- Back-to-Office Swag Packages to greet employees upon their return
- Branded promotional mailers to support prospecting efforts
- Fun promotional items to supplement team-building events/company outings
- Online company stores where employees can order branded swag.
- PPE Kits if mask mandates return
- Staff/Client Holiday Gifts: Holiday season is a perfect time to show your gratitude and appreciation to your employees for their production and clients for their loyalty over the past year.

Schedule a consultation with Doubletake to discuss holiday gift planning



With college campuses returning back to the pre-pandemic setting (mostly), it's an exciting time for incoming freshmen, rising sophomores who haven't yet enjoyed a full college experience, upperclassmen, administrators and faculty alike!

In addition to classic on-campus events and school spirit branding, other important avenues for spreading a message or opportunities for brand awareness have arisen. Here are some ways we've been helping our higher education clients:

- Incoming Student Welcome Kits
- Swag as Incentives for Completing Orientation Programs
- Care Packages During Finals
- Promotional Items to Supplement Community-Building Events
- Swag to Bridge Commuter Students into the Campus Community
- Donor Relations Gifts
- Commencement Gifts for Graduating Seniors
- Accepted Student Gifts
- Web Stores for Easy Access to Ordering SWAG
- PPE Kits for Campus Safety

Check out our Doubletake University branding we've developed to capitalize on our expertise with the higher education industry and connect more deeply with our college/university clients. Our mascot is the Doubletake Defenders because we're the "Defenders of Your Brand Standards!"



## Supply Chain Update:

In last month's newsletter we explained some of the supply chain challenges the entire world has been facing and how our industry has been affected. Check out this quick explainer video and don't forget to book an appointment with us now to start early in planning your holiday gift strategy and avoid delays and stress. Holiday season will be here before we know it and there's no better time to show appreciation to staff for their production, and gratitude to clients for their loyalty.

For a more in-depth window into some of the fascinating developments with the global supply chain, we've also created this longer video (7:29).

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## Product Spotlight:



### Regulation Corn Hole Set

The Cornhole Set includes two scoring platforms and 2 sets of 4 throwing bags. The entire 2ft by 4ft landing surface of the scoring platform can be fully imprinted.



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