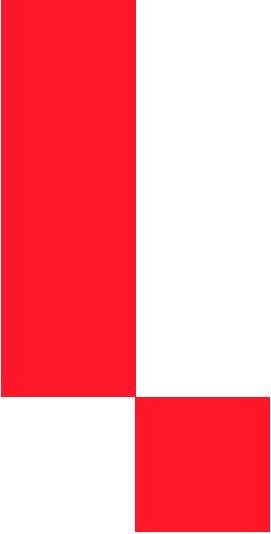




# The Power of Fun


Best practices and insights  
from the global authority on  
workplace culture





Great Place To Work® is on a mission to make every company a great workplace for all. Every year, we get direct feedback from over 10 million workers around the world telling us how they *really* feel about their employer. Our survey is completely confidential and anonymous, so people can feel comfortable to be honest about their workplace, and companies can gain detailed insights into how they can better serve their people.

Only those employers who have the highest levels of trust, job satisfaction, and who empower ALL their employees to thrive both in and outside of work are awarded official Best Workplaces™ recognition.





# Why is fun at work important?

## And how does it fit into your employee experience?

People spend up to a third of their waking lives at work, so naturally this should be spent doing something enjoyable.

Having fun at work is at the core of a positive employee experience, and organisations who underestimate the power of this underestimate the impact on job satisfaction, employee advocacy, loyalty and retention.

In a workplace that prioritises fun, employees enjoy their work, feel motivated to come to work, and feel fulfilled in their job. This could mean different things to different people – some may find fun in collaborating with colleagues, others in taking on new challenges, while others may enjoy a more relaxed and informal work environment.

**Employees who have fun at work are more engaged in their work, have higher levels of advocacy, are proud of their work, and are willing to give discretionary effort.**

The benefits of having fun at work go beyond just personal enjoyment – these positive effects ultimately lead to higher levels of productivity and organisational performance. Fun isn't a distraction or a 'soft' metric – it is vital to a healthy workplace culture.

Much like having a sense of humour, the ability to have fun drives resilience which is particularly important in otherwise stressful work contexts or times of adversity. This makes it even more of a priority in sectors where job demands are inherently challenging.

Whilst certain less enjoyable aspects of any job role are inevitable, there are a number of things employers can do to make work a more fun and joyful place for their employees.

Social and team building events are classic sources of workplace fun, but it's also critical to think of fun in a holistic sense. These added extras may not be enough if employees feel bored, unfulfilled or drained within their everyday job role.

For **77%** of companies we survey, fun is one of the top drivers of engagement\*

By taking simple steps to make work more enjoyable and amicable for everyone, employees are more likely to look forward to coming to work and give their best effort every day.

As such, companies that prioritise fun in the workplace are more likely to attract and retain top talent, foster a positive work culture, and drive organisational success.

\*Key driver analysis looks at the strength of the relationship between individual survey questions and levels of engagement. The technique behind the approach is called regression and it is used to identify those questions which best predict engagement, as measured by the Great Place To Work Engagement Index. The regression analysis is applicable for companies with more than 100 survey respondents.

# How to build fun into your workplace

Leaders play a key role in creating a fun, joyful and engaging work environment.

5 key tips for creating a fun (or more fun) place to work:

## 1. Incorporate fun into the workday

This can be done through added extras like teambuilding activities, volunteering and opportunities for socialising to foster teamwork and collaboration. However, it's important to also maximise employees' experience of 'fun' within their day-to-day job roles. For example, matching individuals' job tasks and responsibilities to their skillsets and areas of interest; gamifying tasks or introducing friendly elements of competition; ensuring positive feedback loops and rewards.

## 2. Celebrate successes and rejoice small wins

Acknowledging and celebrating employee achievements can help build morale and foster a positive work culture. Don't forget to show appreciation for the daily efforts of your people. This could be done by a simple thank you email or note, a public shout-out by praising on internal channels or comms, and celebrating work anniversaries, team wins and projects. Empower your employees to cheer on their peers.



## 3. Promote work-life balance

Prioritising fun in the work environment can support psychological safety and interpersonal relationships.

Supporting employee wellbeing, such as flexible work hours or remote work options, can help reduce stress and increase job satisfaction. Dedicate time to listen to your employees' concerns and give them the support needed for them to thrive both in and outside of work.

For **76%** of companies we survey, fun is the top driver of wellbeing.



#### 4. Involve your employees in the process

One of the best ways to foster fun at work is to involve your employees in the process. Encourage their input, so they feel heard and valued. You can ask them for feedback, suggestions, or preferences on what kind of activities they would like to participate in. Encourage creativity and innovation by creating opportunities for employees to brainstorm and share ideas. This can help to foster a culture of innovation and collaboration that supports fun and engagement.

It's important not to outsource fun solely to one team or set of individuals. It should be something co-created by everyone in the organisation and facilitated by small gestures and habits.

#### 5. Lead by example

Leaders who demonstrate a positive and enthusiastic attitude towards their work are more likely to inspire and motivate others to do the same. A trustable leader has an emotional connection with the company's culture and its people by being approachable, a good listener, and showing sincere interest in developing positive and healthy relationships. Leaders connecting with their employees on a personal level by engaging in fun with them – whether it's organised activities or everyday interactions – can go a long way to fostering a fun workplace.



SCAN ME

**Scan to learn how you can get actionable insights to improve your employee experience.**

At Best Workplaces™

85%

**of employees say their organisation is a fun place to work.**

(compared to 65% at other workplaces)



# Best People Practices



We're constantly amazed by the practices and programmes our clients and their employees share with us about why theirs is a great place to work. Below are a few examples we found particularly inspiring for creating a fun work environment.

**Choose Yourself Days  
- for Members, By  
Members**

This benefit encourages employees to prioritise their wellbeing. This is not a day off but gives an opportunity for employees to attend virtual or in-person sessions that integrate wellness activities into their daily routine and work life.

**World Eats**

These monthly lunches offer employees complimentary foods that are themed according to where employees are from around the world. The lunches are open to everyone, with remote workers offered a takeaway voucher if they cannot attend in person.

**The One Day Charity  
Challenge**

This is a company takeover across all office locations. There are both virtual and in-person challenges which aim to raise funds through bake sales, raffles, quizzes, bingo, and photo competitions. Colleagues are also encouraged to walk one mile and log this on their intranet so everyone can virtually walk the distance together.

**World Book Day**

Managers were each sent a book to enhance their development. The goal was for them to read and review it; then pass on to someone whom they thought would enjoy the book, which later turned into a company-wide book club.

**Simplify Week**

This was a way to bring values to life and engage employees. During the week, there was a range of activities including team building, communication campaigns, competitions, and giveaways to increase the understanding of the company values.

**Good Vibes**

As part of this programme, the Employee Experience Team switches up events regularly and asks for feedback in surveys and discussions to give people the opportunity to input ideas. There is always a range of different activities that can meet people's requirements so that as many people can get involved as possible.

On occasion, they also send out surprise gifts to people such as sweets for Halloween. The festive season is always the most popular, with activities such as gingerbread house and wreath-making, along with a Christmas Quiz.





# Next Steps for Maximising Fun in the Workplace



- Step 1:** Measure employee experience around having fun at work, via bespoke pulse surveys or simple open-ended questions. Be sure to regularly review what you're doing and adjust accordingly.
- Step 2:** Ensure senior leadership are in agreement that creating a strong culture and social connections is worth prioritising and investing in (using your survey data to justify this, if needed).
- Step 3:** Nominate a social committee to lead efforts around ensuring the social life of the organisation, or special interest groups to bring like-minded employees together.
- Step 4:** Allocate organisational, department and team-level budget allowances for fun at work activities and initiatives, and get employees' feedback to monitor and augment these wherever necessary.



SCAN ME

Take the guesswork out of your people strategy. Scan the code to find out how our survey platform can help you measure and improve your employee experience.





# The Power of Fun

Discover more about how we can help you  
improve your employee experience at  
[www.greatplacetowork.com.ng](http://www.greatplacetowork.com.ng)



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