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Creative Employee Perks You Can Implement Today

The Changing Landscape of Perks

In the age of online employer reviews, it's no secret how your company treats its employees. If you can delight people with exciting, helpful perks, word will spread and it'll be easier to attract and retain great people.

Not long ago, allowing casual dress was a big deal. But not anymore. Companies are continually raising the bar with employee perks. If gym memberships and snacks top your list of perks, it's time to step up your game and get more creative.

Don't worry, this doesn't have to become a huge, time-consuming project. While some perks may require a lot of research and logistical planning (not to mention legal and financial consideration), others are quite easy to implement.

With this e-Book, you're just a few short weeks away from making a big splash and adding that next great perk that gets everyone talking. We've considered the trends, poked around to see what the most popular companies are offering, and identified five perks that are both exciting and easy to get up and running. Enjoy!



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Healthy Workspaces

The traditional workspace that consists of a standard desk and chair isn't just boring, it's leading to health problems and decreased productivity. As Lucas Carr, assistant professor of health and human physiology at the University of Iowa told The Atlantic last year, "Research has found excessive sedentary time to be a risk factor for many physical and psychosocial health outcomes including mortality, obesity, cardiometabolic-disease, cancer, stress, depressive symptoms and poorer cognitive function."

Organizations including the FBI, Mayo Clinic and Hewlett-Packard have started offering employees different types of workstations, and employees are responding well. In a Centers for

Disease Control and Prevention study, workers in sedentary jobs used the standing option on an adjustable sit-to-stand desk for an average of an hour a day and reported a 54 percent reduction in upper back and neck pain.

There are plenty of other unique workstations to consider, including stability balls, treadmill desks and bicycle desks.

A more practical workspace option is to set up an area with a variety of seating, where people can work from their laptops. It can include both fresh, ergonomic options and a few unique, comfy options. For example, Whole Foods corporate provides employees fabric swings to sit in while working.



Getting Started



Start on a small scale. You don't need to redecorate the whole office to make an impact. Consider a rarely used corner and add a special chair, some plants and a reading table.



Ask about preferences. Find out what types of workstations appeal most to your employees. There's no sense buying bicycle desks if no one plans to use them.



Do a trial run. Invest in one alternative workspace option and see what people think, see if the idea catches on.

On-site Pampering

Busy schedules and heavy work demands take a toll on your employees. Chances are they're stressed out. Yes, that's the nature of work in the modern world, but it's cause for concern too. A Monster survey found 42 percent of U.S. workers have purposely changed jobs due to a stressful work environment. The fact of the matter is, if you're not doing enough to help employees manage stress, they may leave.

One of the best ways you can help employees relieve stress is by providing simple pampering services at your office, like massages, facials and haircuts. Employees can book appointments for free, or at reduced rates, and enjoy relaxing downtime at the office.

Obviously, relaxed people are easier to work with than people who are anxious and headed for burnout. Studies by the Touch Research Institute show immediate changes after chair massage, including elevated moods, reduced job stress and revitalized energy.

At Genentech, there's an on-site fitness facility that offers massage services. Another company, Scripps Health, finds it more cost-effective to use mobile pampering services, arranging for providers to stop by offices on a regularly scheduled basis. While most pampering service providers are local, some providers, like Mobile Spa and Infinite Massage, operate nationwide.



Getting Started



Poll your employees.

Make sure you're providing a service employees value. There's no point hiring a mobile hair salon if people prefer to get haircuts elsewhere.



Find a provider.

Perform a quick Google or Yelp search to find providers in your area who offer mobile pampering services. Many providers who serve elderly people in-home have expanded to serving business clients.



Ask for referrals.

Talk to a pampering service provider's other clients before arranging anything formal. Ask if employees use the service and what the response has been.

Concierge Services

Juggling work and personal demands can be a real challenge for busy professionals. It's a genuine struggle for people to achieve work/life balance, and things aren't necessarily improving. An Ernst & Young survey found that one third of full-time workers globally believe work/life balance has become more difficult in the past five years.

Offering concierge services to your employees helps them get personal tasks off their to-do lists. When employees need a task done, they simply contact their employer's concierge service to handle it. The employer typically covers the concierge fees, while employees pay for the cost of

what they need done.

Picking up items at the store, mailing packages and making travel arrangements may not take a lot of time individually, but these things can weigh heavily on someone who has a full schedule. Instead of leaving employees to race around during breaks, or after work, help them get things done. The added bonus is it will free up their time and energy to devote to work.

SC Johnson is a good example of a company that offers concierge services. Employees are encouraged to hand over tasks like taking their cars in for service or returning library books.



Getting Started



Determine what is needed.

Poll your employees to find out what tasks they do most often and which tasks they would rather have someone else do for them.



Select a respected firm.

While larger companies may have internal staff to handle such things, smaller businesses often outsource to a concierge service provider. If you go this route, be careful to check how concierge employees are screened. These people will have access to sensitive information like credit card data and other property, so you want to make sure the firm you choose is trustworthy.



Consider the app route.

Apps like TaskRabbit help people find errand runners quickly and easily. Instead of hiring a concierge, consider giving employees an allowance or reimbursement for using such apps.

Nap Rooms

Raise your hand if you want employees sleeping on the job. Anyone? On the surface, the idea of giving people a place to nap at work seems crazy. You want people making contributions during the work day, not dozing off. However, naps are finding their way into our work culture and delivering some serious value too.

A Gallup Poll found 40 percent of Americans aren't getting enough sleep. If you're one of them, you know how your productivity suffers. According to the National Sleep Foundation, a short nap of 20-30 minutes can significantly help improve mood, alertness and performance.

The Huffington Post, Ben & Jerry's, Zappos and Google are a few of the companies already offering employees the use of nap rooms. Huffington Post founder Arianna Huffington recently started campaigning to promote better sleep after injuring herself when she collapsed from exhaustion. The nap rooms at The Huffington Post and Google use nap pods—lounge chairs that are partially enclosed at the top—with built-in Bose music systems and timers that gently wake people with light and vibration.



Getting Started



Be practical.

You don't have to invest in expensive sleep pods to set up nap rooms at your company. Recliners, a sofa and even large bean bag chairs are a sufficient place to start. Try adding a white noise machine for added peace and quiet.



Select the right space.

Think of that empty office down the hall, or storage room that could be repurposed. The key is to select a quiet location.



Set ground rules.

For your nap room to be successful, be sure to set time limits, rules on appropriate use (ahem, one at a time) and make that room become part of your room scheduling system.

Popup Restaurants

It's time for lunch. Chances are you and your employees have access to the same old lunch options as last week, and you're wondering which one to settle on for today. Let's face it, it's hard to get fired up about lunch when you cycle through the same old options week after week, month after month, year after year. And it's even harder to get fired up about trekking out of the office to go get lunch.

A great way to give your employees an exponentially wider variety of tasty lunch options is to provide Popup restaurant service right inside your company. Popup involves a new restaurant setting up shop each day and offering fresh, delicious meal and snack options. Each day a new restaurant appears in the same spot. People never get bored!

An added bonus is employees don't have to race around on their lunch breaks, trying to make it back to the office before the hour is up. They can spend time hanging out with each other and enjoying their lunches. Eating with co-workers provides opportunities to network and form friendships, which lead to more positive working relationships. Popup is a real win-win for employees and employers.

Using Popup restaurant services is an easy perk to implement, too. The Popup restaurant handles all setup, cleanup and employee payment transactions. You can relax and join in on the great meals, without the headache of planning or logistical follow-through.



Getting Started



Decide on the space.

You'll want an area large enough for restaurants to set up a comfortable operation that can serve all of your employees –approximately 12 ft. long by 7 ft. wide.



Contact Fooda.

We'll setup a discovery meeting to discuss your unique needs and make sure the program is the right fit for your office or building

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