 alt_text



Greetings!

Since it is now early August, I have had many conversations that have started with “wow, it’s early August”! This year is going by so fast and yet time at times seems to have stood still. I am sure it is because we are in the continuous loop of sameness.

And because of that I’ve been speaking with clients lately about helping to motivate and excite their employees. We all now recognize how hard it is to work from home productively day in and day out. Some may like the lack of commute and having more time with the family, but then they may also miss the camaraderie of the office environment. We have a small office team at Gossett Marketing and we are all working remotely and I miss them every day!

So, one of the programs I’ve been speaking with clients about lately is helping increase motivation and the feeling of being part of the team in a variety of ways.

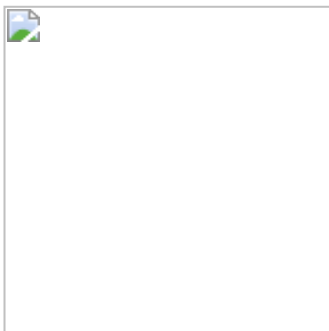
One suggestion has been to start some fun competitions for those weekly zoom staff meetings. And we are getting a lot of great feedback from those companies that have tried it.

One company took our suggestion to provide each team member with a dry erase board. And each week’s team meeting has a theme and the members are to decorate their board to theme. It can be a simple design, or a thoughtful/inspiration saying, or even something funny (there is always at least one clown on a team!). And the team votes who was most creative and true to the theme. The winner gets a delivered lunch. The whole exercise has been a big hit.

Another company decided to use themed T-shirts for an upcoming departmental meeting. Each team within the department got to determine their T-shirt color and message so that everyone knew who belonged to who! They said the teams loved developing their T-shirt designs and the whole department got to see who went with who!

In keeping with the motivational theme, when employees feel appreciated it can improve their motivation and mindset. We recently sent branded and personalized (with each employee name) stainless steel water bottles to all the employees of one division. A message from the President was included thanking everyone for all their dedication during these times. And of course, encouraged everyone to bring their water bottle with them when they return to the office. Since they are all personalized no need to worry someone will grab the wrong one.

As you can see, there are many ways to make team members feel that they are still a part of a team even when working remotely. If we can help your team, please don't hesitate to ask.

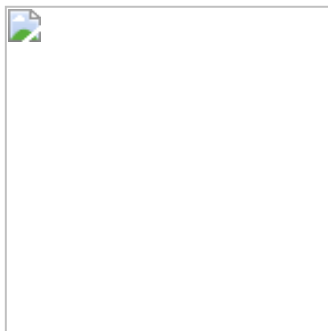


Work from Home Kit

Each kit includes a Webcam cover and wireless charging pad. Packed in a carrying pouch with zip locking closure.

1 color imprint on each item.

50 Qty: \$11.20 each

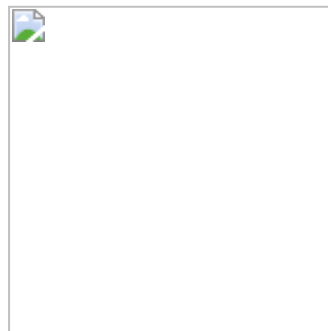


Dual Phone Wallet with Earbud Pocket

Holds approx. 4 cards, ID, etc. Front pocket expands to hold wireless earbuds.

1 color 1 location imprint

150 Qty: \$2.25 each



SPF 15 Lip Balm in Holder

SPF 15 lip balm with light vanilla scent. Silicone holder.

1 color imprint on decal.

150 Qty: \$1.80 each

New Normal Presents New Opportunities To Grow Business

We've always heard that, "Necessity is the mother of invention." Well, here we are in the midst of a global pandemic that has forced us to change our behavior on a dime.

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Promotional Marketing Expert, Danette Gossett, Talks About The Mother Of Invention, Necessity, Which Is Presenting New Opportunities For Inspiration.

Owner and President of Gossett Marketing, a leading promotional marketing firm, Danette Gossett, writes about opportunities for virtual networking and follow-ups that allow for greater connection and the cultivation of new business prospects.

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