

Why you should encourage 'The F-word' (Fun) in the workplace

HOW TO USE FUN TO BUILD A STRONG BRAND
THAT IS LOVED BY YOUR EMPLOYEES AND CUSTOMERS

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Co-Founder, Blueprint Creative



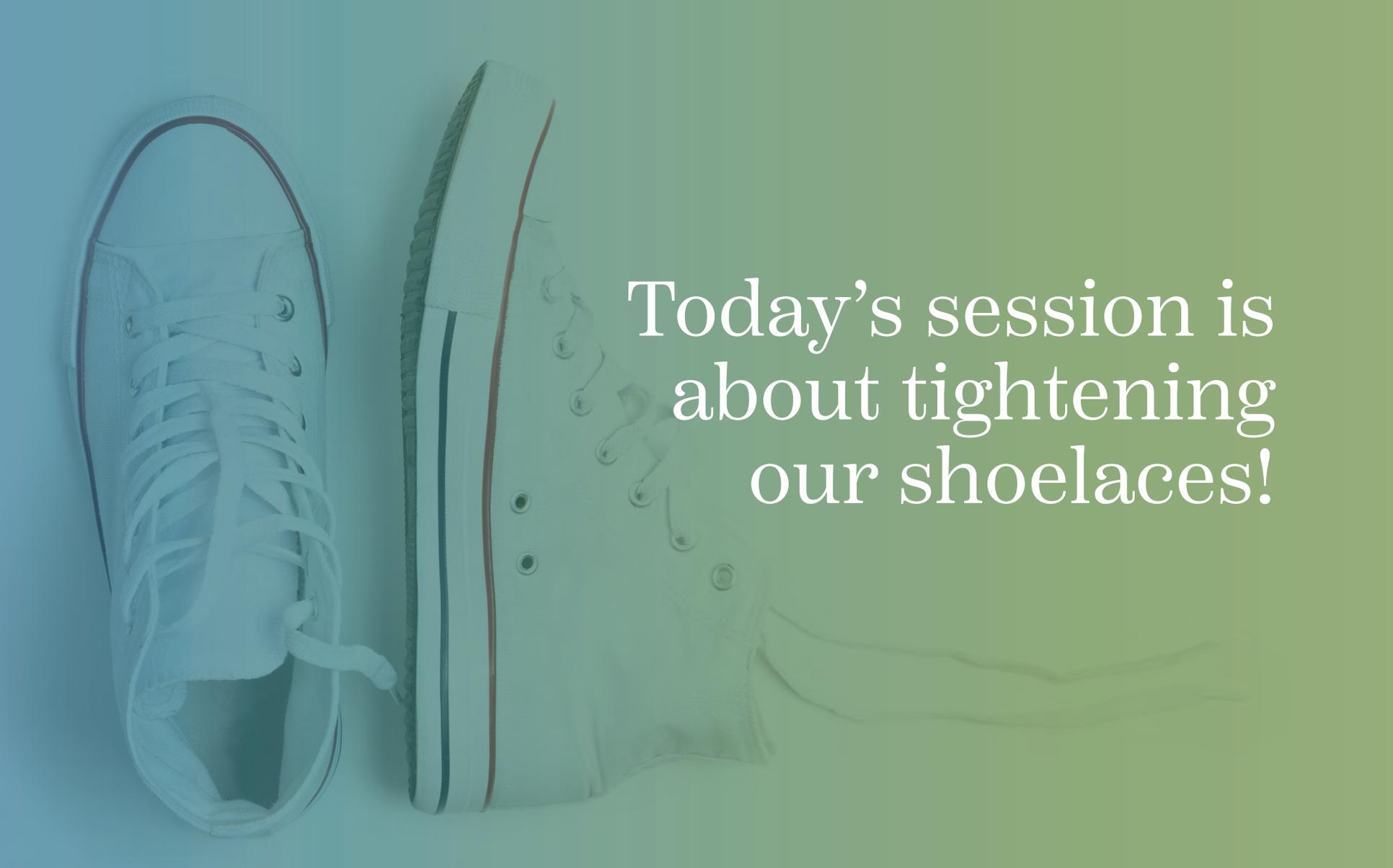
A cluster of approximately 15 shiny, reflective red balloons is arranged in a semi-circle around a central white rectangular sign. The balloons are highly reflective, showing distorted reflections of the surrounding environment, including what appears to be a window with a grid pattern. The background is a light-colored brick wall with visible mortar lines. The overall scene is brightly lit, creating a festive and celebratory atmosphere.

99

Red Balloons



Let's get to
know each
other

The image features a pair of white sneakers. On the left, one shoe is shown from a top-down perspective, highlighting the white laces and the interior of the shoe. On the right, the other shoe is shown from a side profile, revealing the white rubber sole with a thin blue and red stripe running along its edge. The background is a solid, light green color. Overlaid on the right side of the image is the text "Today's session is about tightening our shoelaces!" in a white, serif font.

Today's session is
about tightening
our shoelaces!

All work and no play makes Jack a ~~dull~~ dead boy!

Interview

Moritz Erhardt: the tragic death of a City intern

Elizabeth Day

The 21-year-old was found dead in his flat after working for three nights in a row. For the first time, Moritz Erhardt's parents talk about how they had feared for their son - and why the British government must prevent another such tragedy



▲ Moritz Erhardt at home on the day of his father Hans-Georg's 50th birthday in 2011. Photograph: Picasa

Japanese government tells people to stop overworking to combat death from excessive hours

High-profile suicide cases prompt calls for dramatic shift in Japan's work culture

Katie Forster | @katieforster | Wednesday 18 January 2017 10:38 |



▲ Rush hour in Tokyo (Getty)



Your brand is what people think
and feel about your organisation,
its products and its services.





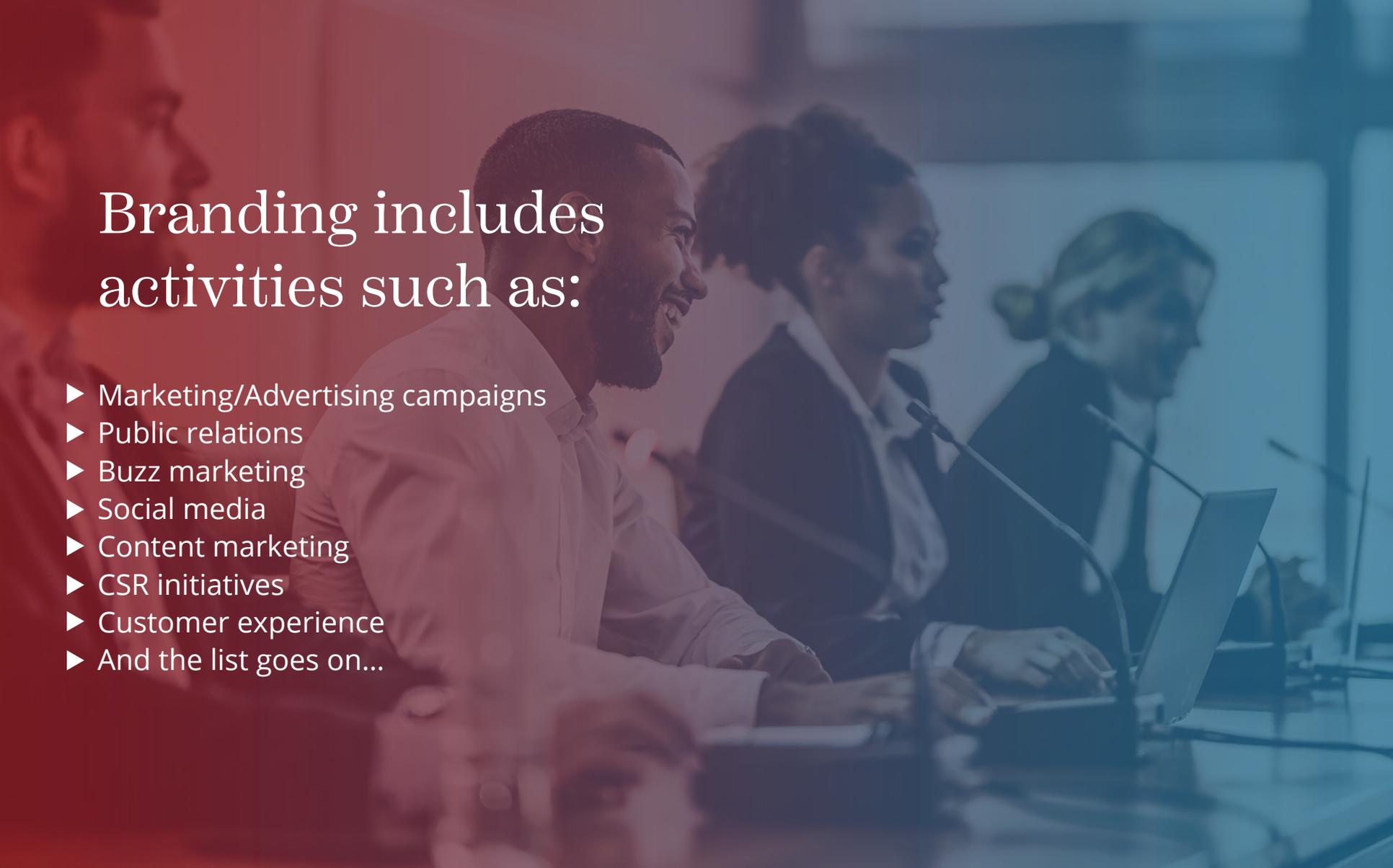
Branding is any initiative, action, programme or behaviour that influences what others think about your organisation, its products and its services.



People do
business with
others they know,
like and trust!

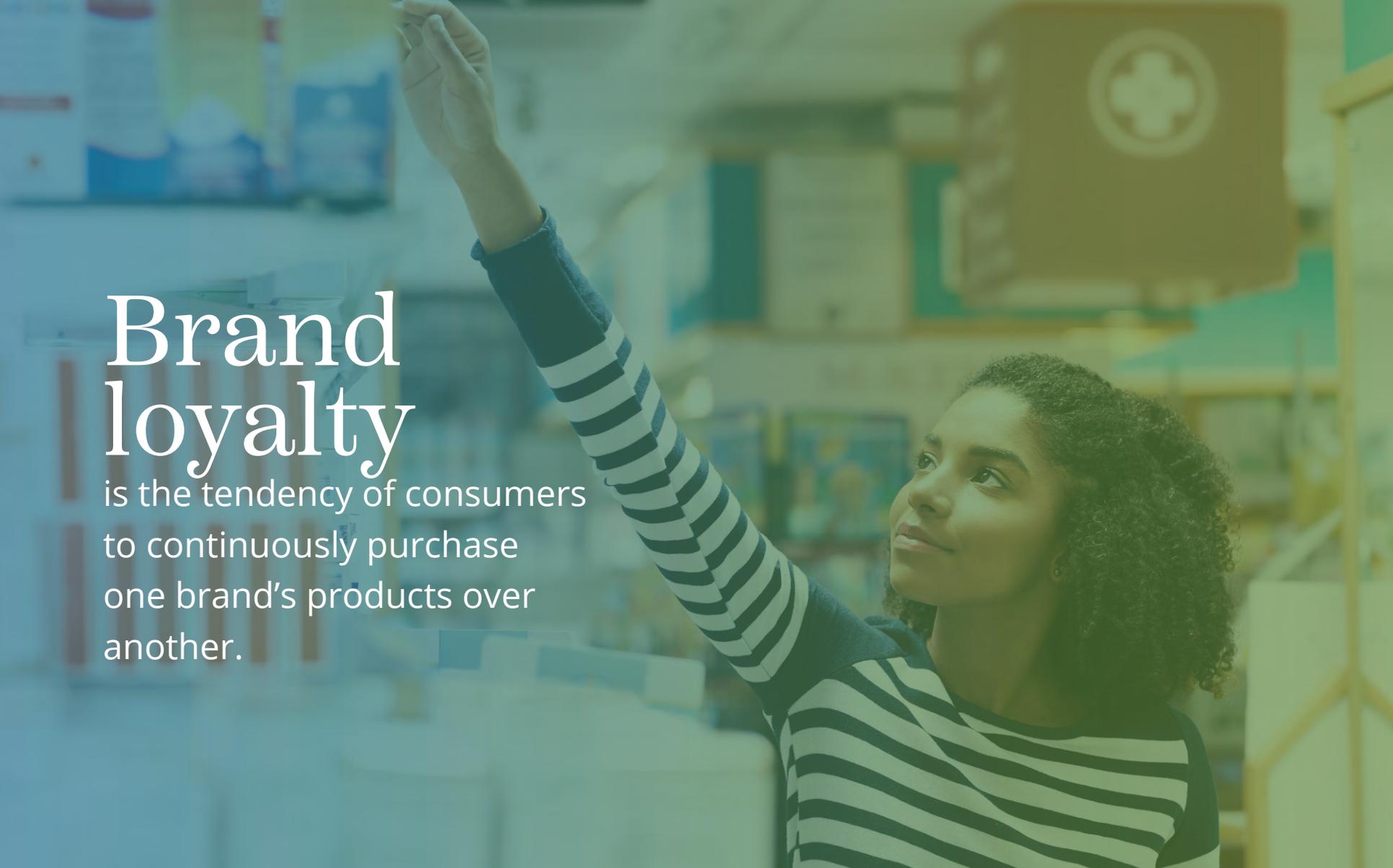


The aim of great branding
is to become more known,
liked and trusted!



Branding includes activities such as:

- ▶ Marketing/Advertising campaigns
- ▶ Public relations
- ▶ Buzz marketing
- ▶ Social media
- ▶ Content marketing
- ▶ CSR initiatives
- ▶ Customer experience
- ▶ And the list goes on...



Brand loyalty

is the tendency of consumers to continuously purchase one brand's products over another.

Brand loyalty is also the tendency for individuals to choose one organisation over another as an employer, and to be an exceptional brand ambassador for that organisation.



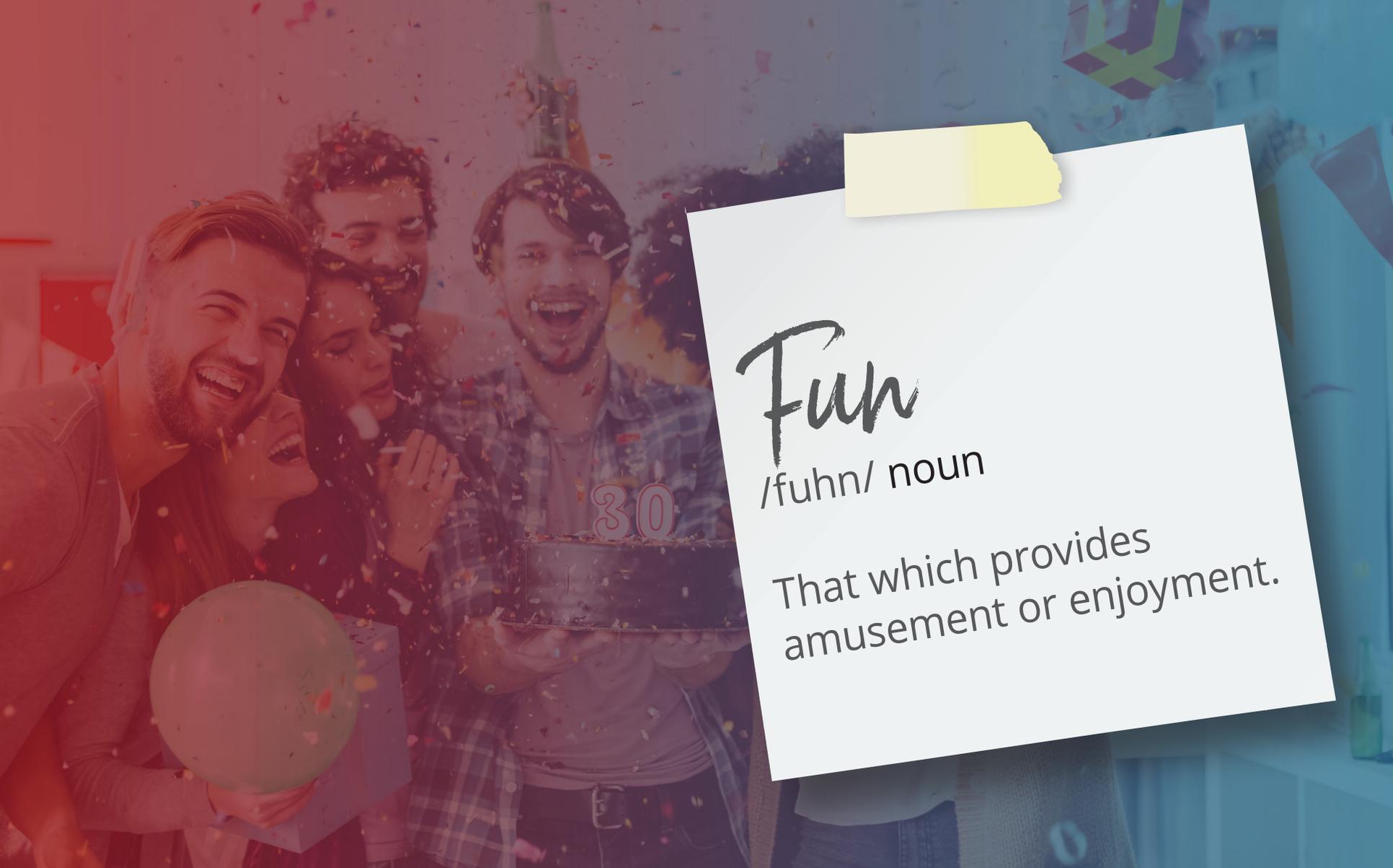
THE WRONG WAY TO DO BRAND LOYALTY!

What does a strong brand look like?

- ▶ Known, liked and trusted by team members & customers
- ▶ High level of brand loyalty among team members & customers
- ▶ Strong employer brand that attracts the industry's 'best and brightest'
- ▶ Profitable company
(and that's just for starters!)

What's fun
got to do with
your brand?





Fun

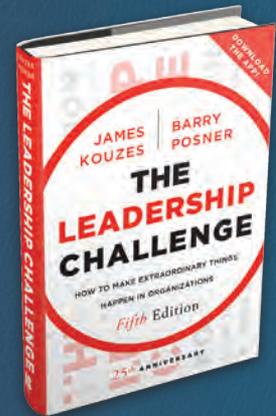
/fuhn/ noun

That which provides
amusement or enjoyment.

“Fun isn’t a luxury, even at work...

People simply feel better about the work they’re doing when they enjoy the people they’re working with. Every day might not be all laughs, but if it’s all drudgery, then it’s hardly worth the effort to get out of bed and come to work. ”

James Kouzes and Barry Posner,
bestselling authors, *The Leadership Challenge*



Reason #1: Happy people are more creative!

Research conducted by Professor Teresa Amabile found that: persons who were in a good mood on a given day were more likely to have creative ideas that day, as well as the following day.

Reason #2: Happy workers are more productive!

One study conducted by a group of economists led by Andrew Oswald, a professor of economics at Warwick Business School, found that:

- ▶ happy workers were up to 12% more productive while unhappier workers were 10% less productive.
- ▶ happier workers “use the time they have more effectively, increasing the pace at which they can work without sacrificing quality.”

Reason #3: There is a link between happiness and health!

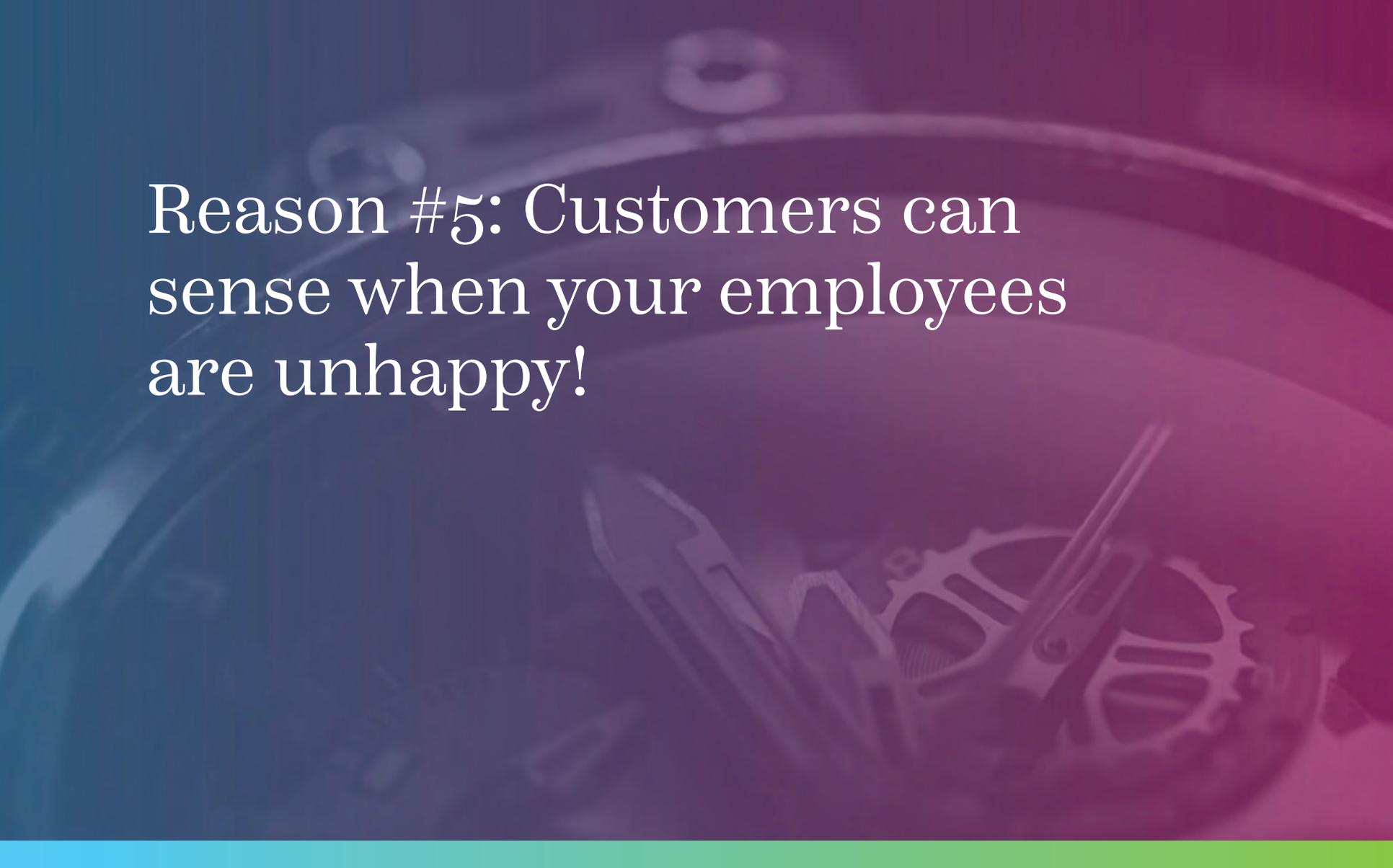
A review of more than 200 studies conducted by Laura Kubzansky, professor of social and behavioral sciences at Harvard School of Public Health found:

- ▶ a link between psychological attributes, such as happiness, optimism and life satisfaction, and a lowered risk of cardiovascular disease.
- ▶ “lower blood pressure, normal body weight and healthier blood fat profiles were also associated with a better sense of well-being”.

Reason #4:

Having fun in the workplace can help build trust. The Greek philosopher Plato is quoted as having said, “You can discover more about a person in an hour of play than in a year of conversation”.

- ▶ Encouraging fun in the office can help your employees get to know each other better and improve the levels of trust, teamwork and camaraderie in the workplace.
- ▶ This, in turn, can create a culture of synergy where team members can be more productive.



Reason #5: Customers can sense when your employees are unhappy!



The changing views
on “The F-word” in
the workplace

A 2016 “It Pays to Play” study conducted by BrightHR, a UK-based provider of HR software found that:

- ▶ Among 55-60 year olds who participated in the study, 56% rated the importance of fun at work as very/moderately important. And only 14% felt that workplace fun would improve their productivity.
- ▶ 79% of 16-24-year-old respondents rated the importance of fun at work as very/moderately important. And 44% of the respondents in the same age range felt that workplace fun would improve their productivity.

Snapshot of
Blueprint Creative
Employer Brand Survey

Money can't buy happiness in the workplace!

80.4% would not leave their current job to work
for an employer with a poor culture

Money can't buy happiness in the workplace!

Only 19.6% would leave their current jobs to work for an employer with a poor culture if they could earn a higher salary

Brain Drain

2 out of 3 persons would leave their current job for the same salary if given the opportunity to work for a company with a better culture

Brain Drain

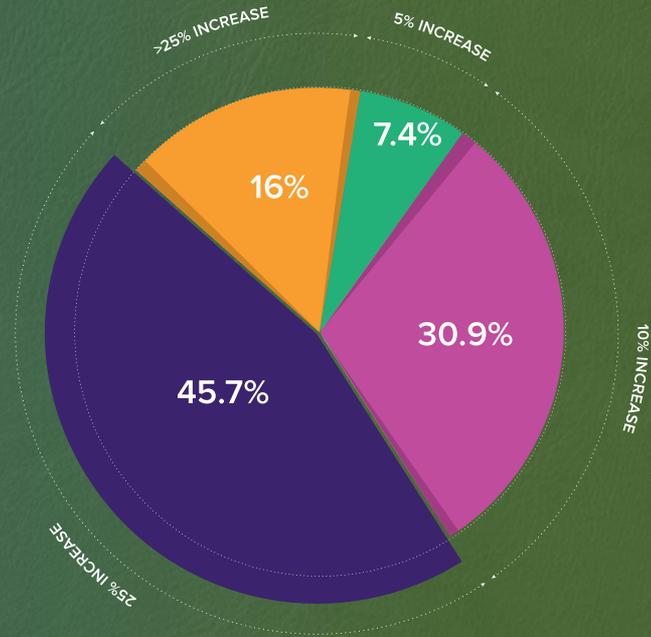
1 out of 3 persons would leave their current job for a lower salary if given the opportunity to work for a company with a better culture

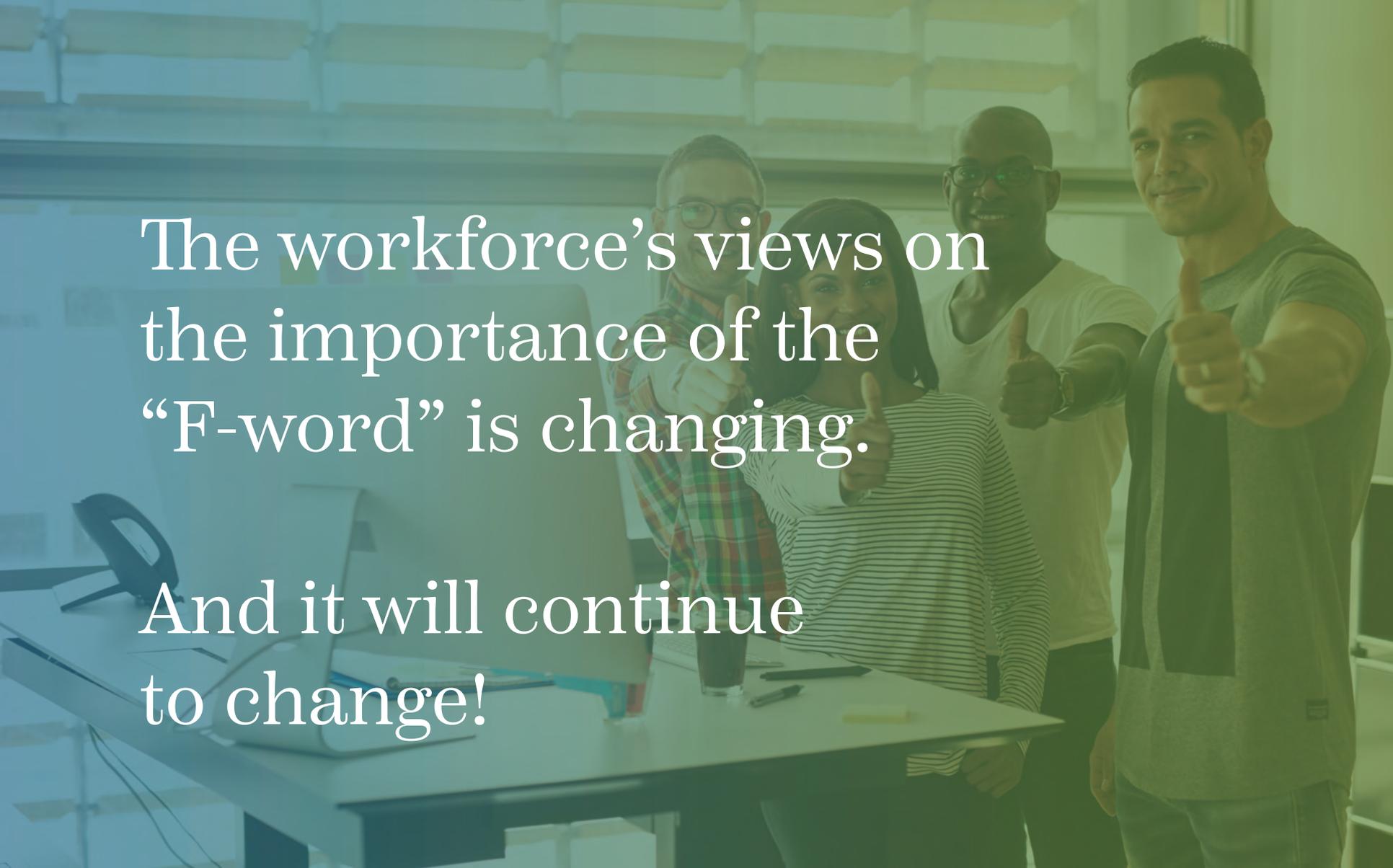
What themes were revealed from the survey?

There may be a new tax in town – “Culture Tax”

Of those who were willing to leave their current jobs and migrate to a company with a poor culture...

- 7.4% would require a pay increase of 5%
- 30.9% would require a pay increase of at least 10%
- 45.7% would require a pay increase of at least 25%
- 16% indicated that they would need a pay increase of more than 25%



A diverse group of four office workers (two men and two women) are standing in a modern office environment, all giving a thumbs-up gesture. They are smiling and appear to be in a positive mood. The background shows office desks with computers and a window with blinds. The image has a semi-transparent green and blue overlay.

The workforce's views on
the importance of the
“F-word” is changing.

And it will continue
to change!

But...

Is encouraging
the F-word in
the workplace
practical?

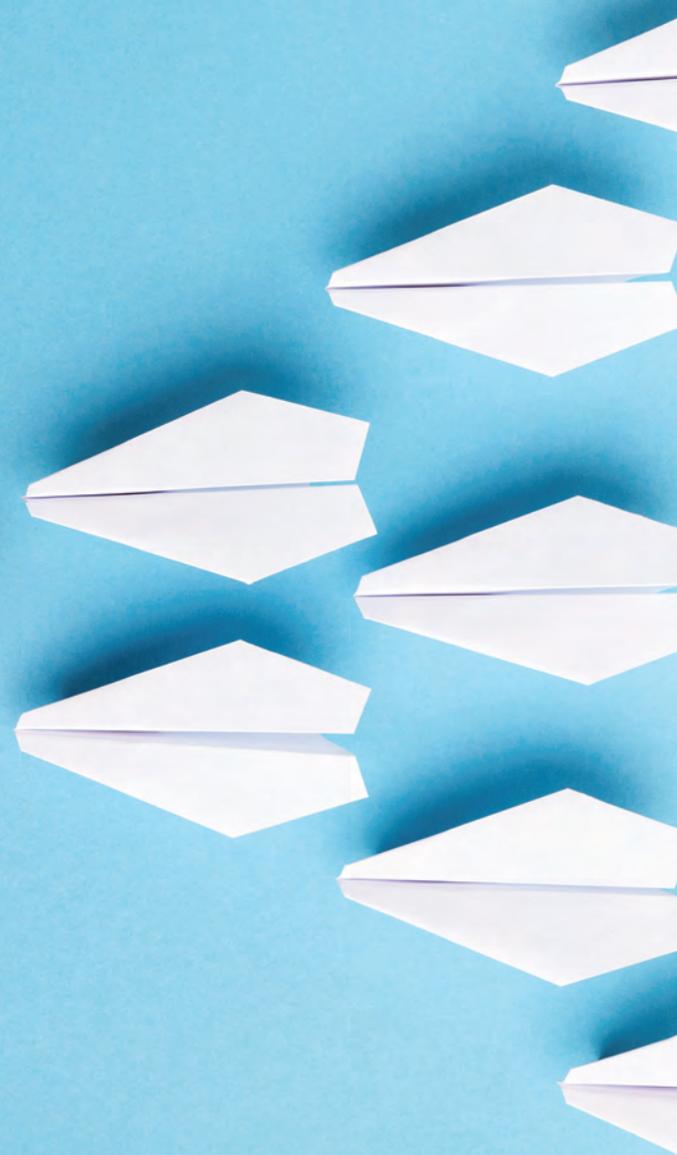


Activity

PAPER AIRPLANES

#BRANDINGANDHR

#FWORDPAPERPLANE





Back to School Day



Birthday Fashion Show



Tea Party



Obstacle Course



Blueprint Turns 9



Team Gym Challenge



Spontaneous Beach Day



Ron Loves Christmas!





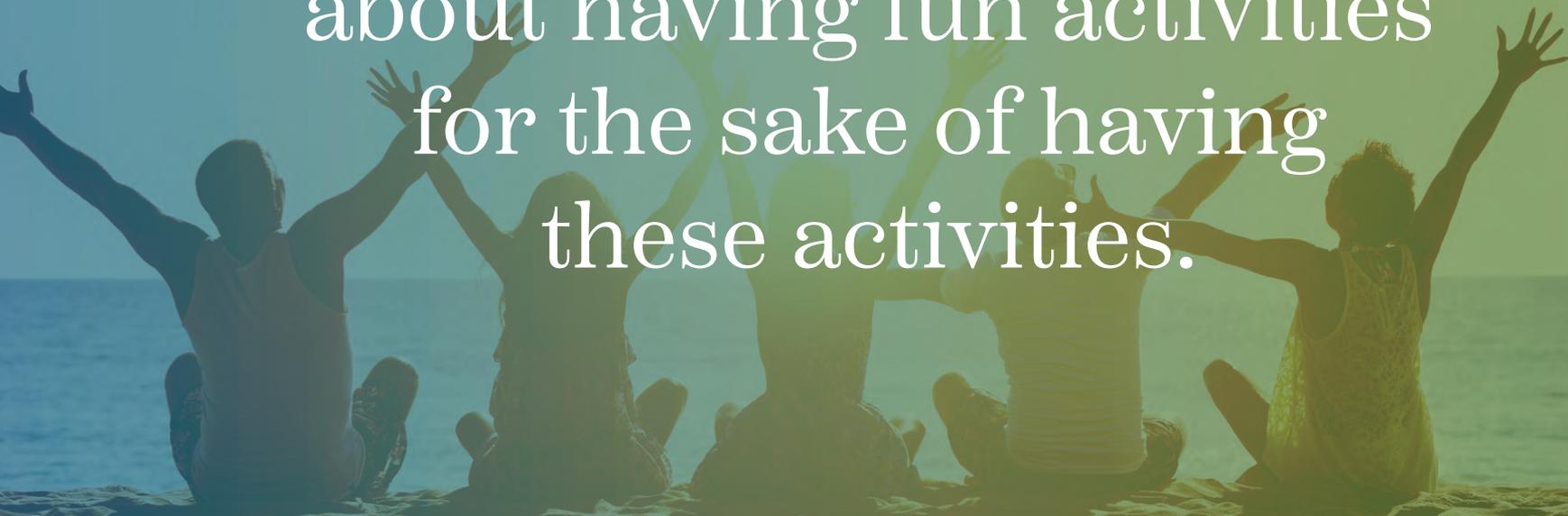
What we remove
from our culture
is as important as
what we put in.



Examples of “Giant Dancing Chickens”

- ▶ Fear of leaders/intimidation by leadership
- ▶ Fear of failure
- ▶ Not living the company’s core values
- ▶ Lack of purpose
- ▶ Lack of a vivid vision
- ▶ Poor internal communication
- ▶ A siloed organization
(and the list goes on!)

Encouraging The F-word
in the workplace isn't just
about having fun activities
for the sake of having
these activities.



Encouraging The F-word in the workplace is about developing a culture where team members can be the best possible versions of their professional selves!





The curious case of Airbnb

The role of Head of Employee Experience at Airbnb blurs the lines between the functions of Marketing, Communications, Real Estate, Social Responsibility, and Human Resources. The Head of Employee Experience is responsible for not only typical HR functions such as recruiting, talent management and development, HR operations, and total rewards, but also a range of new areas which create the 'workplace as an experience' vision. This expanded scope of responsibilities includes such functions as facilities, food, global citizenship, and a secret sauce of creative individuals in most offices called ground control, who focus on bringing the Airbnb culture to life through workplace environments, internal communications, as well as employee events, celebration, and recognition."

The intersection between branding and HR

“Brands are built from the inside out. The way a company behaves on the inside is going to find its way to the outside.”

Ginger Hardage

Former SVP of Culture and Communications at SouthWest Airlines

“Clients do not come first. Employees come first. If you take care of your employees, they will take care of your clients.”

Richard Branson

The intersection between branding and HR

Because the work HR does most definitely has an impact on the way that a company behaves on the inside (and by extension on the outside), HR professionals are, by default, branding superheroes in disguise.



The intersection between branding and HR

“When you think about the world’s most successful brands, you think of names like Google, Coca-Cola, and Apple - brands that have transcended their category of product or service to become icons themselves. But if you look closely, these brands also have another thing in common. They consistently top annual Best Places to Work Lists. In addition to brand recognition, they also have a strong **company culture** and highly **engaged employees**.”

[Chris Wakely \(5 Ways HR Can Build Your Brand\)](#)



Simon Sinek 

[@simonsinek](#)

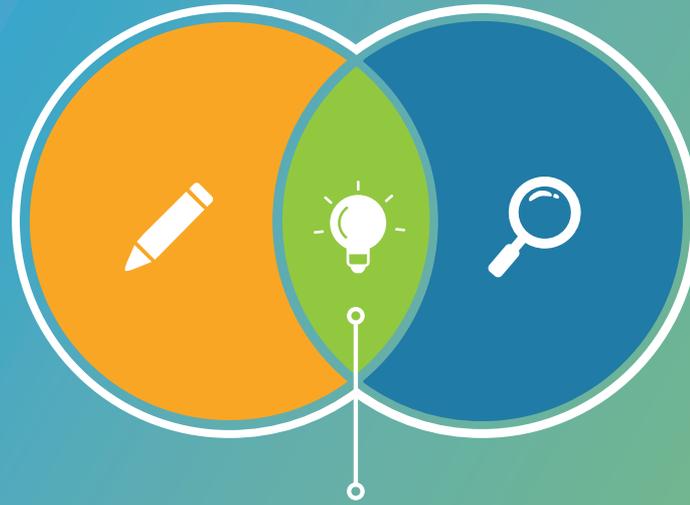


Customers will never love a company until
the employees love it first.

1:35 PM · 16 Apr 2014

BRANDING

Marketing
Advertising
Digital Strategy
Visual Brand
Customer Satisfaction



HR

Talent Acquisition
Talent Management
Career Development
Change Management
Internal Communications

BHRANDING (SHARED INTERESTS)

Strategic Planning
Employee Brand Engagement
Employee Experience
Customer Experience
Brand Positioning
Storytelling
Brand Loyalty

Branding + HR = 'Bhranding'

At Blueprint Creative, we've coined the term 'Bhranding' to refer to the hybrid discipline of branding and HR working more closely together to achieve their shared interests and to help the organization build a stronger brand and a stronger business.

The intersection between branding and HR

“Branding is no longer solely the job of the marketing department. HR professionals must now embrace their roles as internal branders.”

Chris Wakely



The Branding/HR spectrum

Zero integration:

Companies treat branding and HR as two distinct silos

Partial integration:

Companies pair HR and marketing to work in the same department

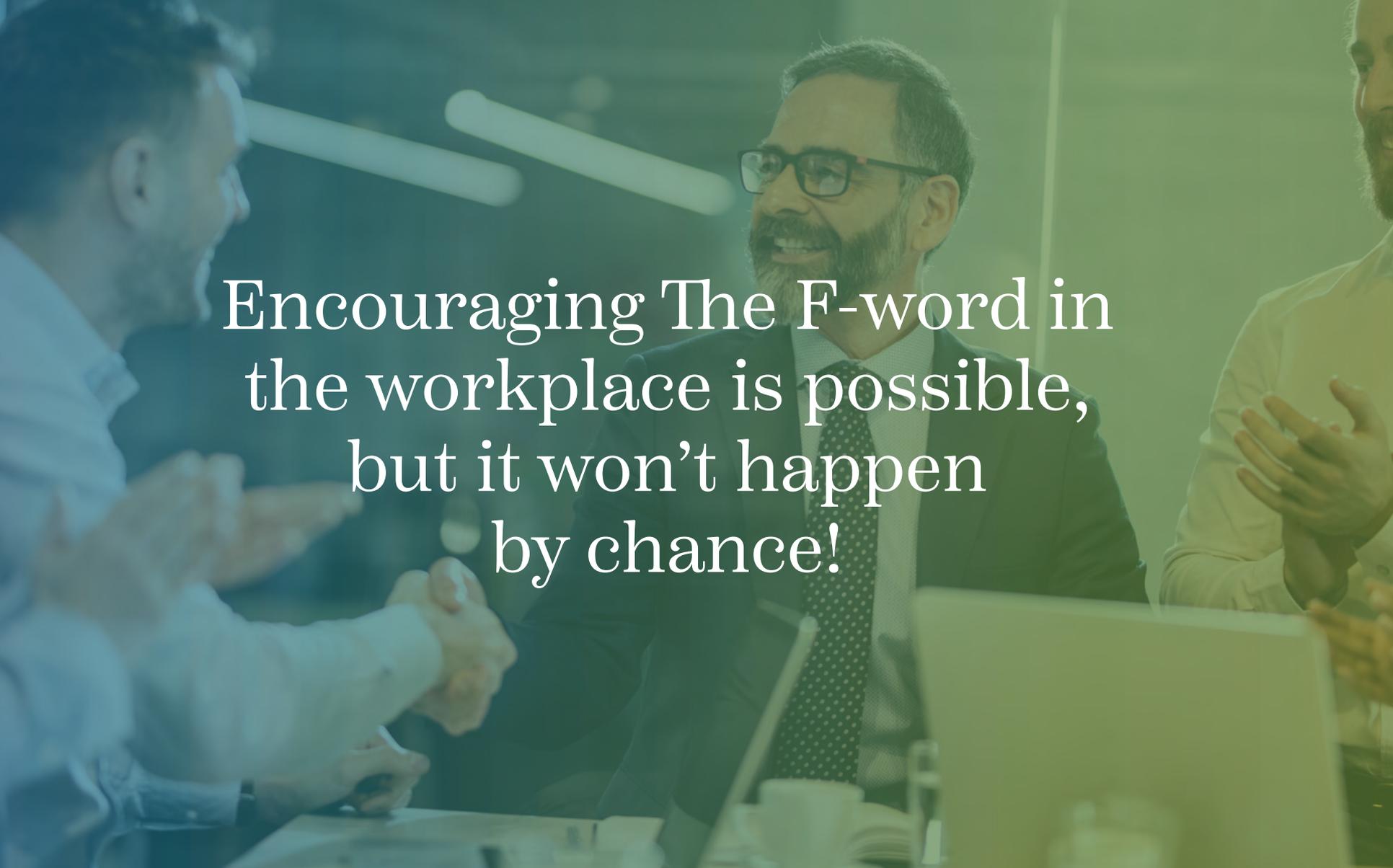
Companies are now hiring classically trained marketing professionals to work in their HR departments.

Full integration:

Branding and HR are extensions
of each other

The Benefits of Bhranding



A photograph of three men in a business meeting. The man in the center, wearing glasses and a beard, is smiling and looking towards the left. The man on the left is clapping, and the man on the right is also clapping. The background is a blurred office setting with a laptop and papers on a table. The image has a greenish tint.

Encouraging The F-word in
the workplace is possible,
but it won't happen
by chance!



“CROSS THE LINE!”

A photograph of two men in business attire shaking hands in a modern office setting. The man on the left is wearing a dark suit jacket, a light-colored shirt, and glasses. The man on the right is wearing a dark suit jacket, a white shirt, and a tie. They are standing in front of a large window that looks out onto a city street. The image has a greenish-blue tint.

Need help introducing The F-word in your workplace?

I'm just a phone call or an email away!



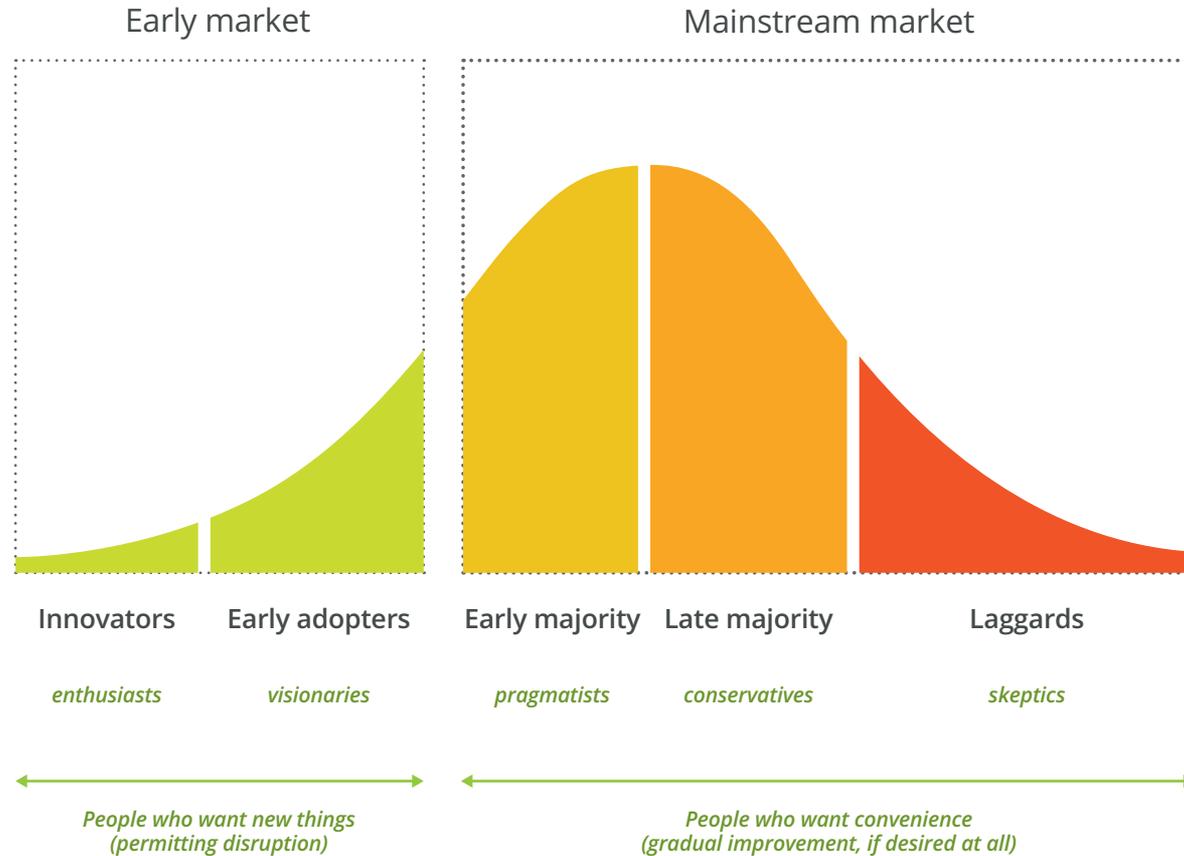
Do you encourage
The F-word in your
workplace?

We'd like to hear about it!

A photograph of three business professionals in an office setting. One person is holding a clipboard with a document, another is holding a pen, and a third is partially visible. On the desk in the foreground, there are several documents with colorful charts and graphs, a calculator, and a notebook. The scene is brightly lit, suggesting a window in the background.

Blueprint Creative is inviting
you to participate in a
Bhranding Pilot Project.

Adopter Curve: 5 Types of Adopter





Connect with me!

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