

How do you create a more social workforce?

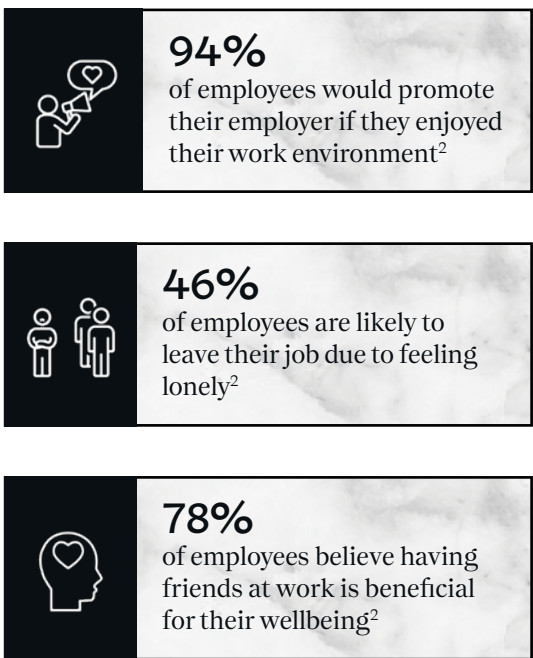
Social connection is a fundamental human need that can boost both quality and length of life. Given that employees spend a third of their lives at work, understanding the impact of workplace socialisation is crucial for both employee happiness and employer success.

Social connection is essential, not optional

Social interaction is critical to overall wellbeing - numerous research studies over the last 70 years have revealed the profound impact that social connectivity has on mental health, physical health, longevity, cognitive function and quality of life.¹

As employees spend a significant proportion of their waking lives at work, and 77%² of them agree it’s important to socialise at work, a duty of care falls to employers. From chats over coffee to organised team days, workplace interactions contribute significantly to an employee’s sense of belonging, happiness, wellbeing and advocacy for a company.

1 Harvard Health Publishing & Blue Zones
2 Compass Group PLC Power of Socialisation 2024



“If employers can help increase employee connection, they can improve their health and wellbeing”²

So, what can employers do?

Socialisation in the workplace is not just beneficial to employees and employers, it’s vital. A proactive social culture sparks collaboration and creativity. As an employer, you’re not just facilitating a connected workforce, you’re fostering deep, human connectivity which generates positivity, productivity and engagement.

Businesses must challenge themselves to explore every avenue to promote and support workplace socialisation and unlock their teams’ full potential. Read our Top Tips below for creating an intentional social strategy.



Our Top Tips for Encouraging Workplace Socialisation:

Food & drink



Food & drink is not only critical to physical health, it also has the potential to foster connection, wellbeing and inclusion. F&B facilities can provide a hub for social interaction and an enticing perk for attracting and retaining staff.

Taking breaks



Breaks fuel productivity; allow employees to take proper, regular breaks and have lunch together. Incorporate escapism into workplace design to provide a true break from work.

Organic & organised



Ensure you are fostering organic and organised socialisation. Organic socialising helps build friendships and a sense of community, while organised socialising enhances loyalty, productivity, and collaboration.

Creating spaces



71% of employees say that it is important that social spaces look and feel like somewhere they want to spend time. Workplaces must respond to this and provide multifunctional environments that cater to diverse needs.

Timings



Provide social events during work hours; events after hours will only ever appeal to half of your workforce.

“Creating an enjoyable workplace isn’t just about aesthetics; it’s about impact. With 83% of employees in enjoyable workspaces reporting higher happiness levels, the benefits are undeniable”²