



intouch
INSIGHTS

What does it mean to create an office 'VIBE'?

By Evie Bowyer



With the return to office gradually happening, it's natural for people to feel a bit anxious. Let's be honest, those extra-long lay ins', spending your days in your Calvin's and being in the comfort of your own home have been nothing but bliss. Not to mention, removing that long, rainy commute!

Do not get me wrong, there are a million perks of working from home, however it seems that many people feel isolated, disconnected, and demotivated. People are longing for that sense of belonging and are craving the office culture that has been so redundant over the last 18 months. Therefore, what do companies need to do to strike the balance moving forward? I am going to provide you with my personal view on what I believe makes touch stand out and why people love working here and it all starts with 3 BIG L's.



Laughs - People are my passion!

In every company you need different personalities – if we were all the same it would be boring right? From your ‘Energy Vibers’, to your ‘Quiet go getters’ we need a mix of personalities to foster an environment where people feel welcomed, energised, and engaged! Building high-performing teams hinges on the squad atmosphere that you cultivate, the physical environment you create, and the relationships you build and finally the secret ingredient – a lot of laughs!

I am sure I do not just speak for myself when I say that I just love laughing.....It draws people together in ways that trigger healthy physical and emotional changes in the body. Laughter strengthens your immune system, boosts your mood, reduces pain, and protects you from the damaging effects of stress. Nothing works faster or more consistently to bring your mind and body back into balance than a good old laugh.

Best of all, this priceless medicine is fun, free, and it comes in bucket loads at touch!!

Learning - Collaboration and Communication

Anyone else got extreme virtual fatigue or tired of saying ‘you are on mute’? I am so ready to get back to some f2f interaction because that is where we thrive and improve as human beings. It is fair to say that WFH somewhat limits that learning and therefore our performance is affected as a result. Learning is so essential in all aspects of our lives and to live without it is almost unthinkable. It does not matter if you are a Project Coordinator or a Director, its essential that we always have a curious mind!

I desperately want people to build and fulfil their own potential and I know that it is only achieved when people feel like they are learning new skills, expanding their thinking, and delivering fantastic events and projects. I whole heartedly want people to actively pursue their personal and professional development especially in the fast-paced and evolving industry we sit within.

Longevity

Studies show that feeling a sense of belonging in the workplace leads to more than just good vibes and friendships. Belonging is what allows employees to feel like they can be their authentic selves without fear of different treatment or punishment—and it has a major impact on performance and retention.

There is something to be said about feeling at home at work! It is funny because we have spent the last 18 months desperate to get out of our homes, but I am not referring to the bricks and four walls we have been condemned to, I am talking about the feeling when you walk into touch HQ, hear the murmurings of people when you walk up the stairs, to then get greeted by the biggest hello and cuddle (for those who want one) when you get to the top, for me, that’s just like home!

At touch our values are at the core of everything we do and define who we are as an agency. Our values outline our personality and character but it’s how we align our values to our everyday work and culture that really is our superpower. Values and priorities will differ from one company to the next. The main thing is that we create a culture that unites employees and sets a clear direction which makes people want to stay, develop, and become the best version of themselves. They call that longevity.



Summary

Without sounding like an absolute sop, the last 18 months have really sucked. However, I have never felt more privileged to be surrounded by some of the most creative, crazy, determined, funny, caring, and passionate individuals I have ever met. People I will genuinely call friends for life. I am so excited to start welcoming people back to the office. We have all got a little lost at home, sucked into our own echo chambers and doubted tasks we have delivered. However, that is about to all change as we start to return to a normal world and properly living and enjoying life again! It is down to every single person to contribute and create the office vibe! Say 'hey' when you walk in, get the teas in, tell me and the team about your weekend, and always know, a cuddle is there if you need it!

We didn't just step up during the pandemic, we smashed the pandemic, we slam dunked the pandemic and we came out the other side best in our field, a world class agency and one that I am so proud to be part of!

Stay positive, be kind and do not forget to add to the vibe!

Your CVO!
(Chief Vibing Officer)

Evie x