

Four Ways to Boost Productivity During the Summer



During the summer months, many companies face a productivity challenge. Employees are distracted by thoughts of the sun, beach, parks, and pools—all the excitement and distractions that the season brings. To avoid declines in productivity during the summer months, a company must be able to adapt to the changes. Here are four ways your company can boost employee productivity during the summer.



Summer Hours

Summer hours give employees more time to enjoy the nice weather and other recreational activities while allowing them to remain productive at work. This can be especially true during the summer when many people take weekend trips or spend time with family. Many companies do not offer summer Fridays or Flex-time Fridays as an employee perk; however, employees benefit from summer hours and are happier and more productive when given these extra days off.

If you can't afford to lose an entire workday, cross-train employees so that they can cover their colleagues for a few hours or split your staff in half and alternate who has summer hours that Friday. That will make it easier to accommodate everyone's schedules and is more efficient than having a lot of people take a day off at the same time.

Try Something New and Exciting

During the summer, some businesses can suffer productivity slumps. This may be because some people have more free time on their hands, or they're distracted by summer activities like vacations and family reunions. You should add new tasks or projects to your schedule to relieve this. This gives your staff a chance to challenge themselves, and it can benefit your business from the summer lull. For example, you could develop a new product or service, revamp your social media presence, or make sure your employee handbook is up-to-date - the possibilities are endless!

The goal is to ensure your staff is not idling away hours on something that's not work-related. If you want to continue doing what you do best while keeping things fresh at the office, try experimenting with a few different ideas this summer. Maybe even set up a brainstorming session where you ask everyone what they would like to do!

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Take Advantage of the Sun

While it may seem like a breeze to spend your days working in air conditioning, it's crucial to take advantage of this sunshine by encouraging your employees to get outside for at least five minutes each day to keep stress levels and productivity up. Host an outside team lunch at a nearby park, or reserve a table at a local cafe with outdoor seating. If you have more employees than tables at the restaurant, consider hiring an outdoor caterer who can bring the food to you. Hold meetings during lunchtime under the shade of trees on a nearby lawn instead of in your conference room, and if you have remote workers, encourage them to sit outside while on meetings!

Make a Positive Difference

Summer is a time when everyone on staff is looking to take a break from the regular routine and have some fun. Consider activities that give the team a chance to dig in and make a difference. For example, if you have employees who love working with animals, you could organize a service day at a shelter. If you want to create a more structured day of service, you could organize a community cleanup, where everyone spends the day picking up trash along roadsides and hiking trails. These opportunities allow your staff to get involved in the community and bond with other team members, making them more productive during their time inside the office.

Businesses may find employee productivity decreases when employees can easily spend time outside in the summer. With that said, getting employees to stay focused on work and remain in the office during the summer months may be challenging. To keep productivity high during these months, businesses might consider implementing summer hours or flex-time. Another strategy might be to try exciting new projects or make a positive difference by creating volunteer options for employees.

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But what's more, we get to know people. From employers hiring to candidates looking, we take the time to listen and learn. We hear your likes, talents, and needs. We gain an understanding, and with it, we're able to facilitate lasting relationships between businesses and people.

