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Happiness begins at work

Some companies just have the knack of creating a vibe everyone wants to be a part of. How do they do it?

5 With a table football and ping-pong room to hang out in, Alphabet's office in Farnborough, Hampshire, has two of the staple* ingredients seen in trendy offices the world over. But it's not just the fun stuff that draws people in. The carsharing and business mobility company has recently introduced an entrepreneur lab, in which staff can turn their business ideas into a reality, with the help of company resources. Since its launch in October, it has seen 110 applications from staff and produced 74 new ideas.

10 "We put a lot of time and energy into meeting the personal and professional requirements of our 400-plus UK employees," says Adam Lupton, HR director at Alphabet. "Highly engaged employees are more effective, more dedicated and more passionate – exactly the sorts of people our customers want to deal with. Our ultimate goal is to have happy, healthy and motivated employees – it's a win for the
15 business and a win for staff."

Lydia Fairman, an HR and resourcing specialist, says today's workers are looking for opportunity, recognition and inclusivity from an employer. "Family-friendly policies are vital if employers want to have a diverse and engaged workforce, and they should also make the most of technology to enable people to work remotely."

20 Beyond a good salary and job satisfaction, today's jobseekers look for a good company culture, where employee happiness is just as important as increasing profits.

25 Creating a strong company culture takes time and effort, but it's worth the effort. Happy staff have been found to be 12% more productive than unhappy employees, so there's incentive to create an enviable company culture – with or without the ping-pong table.

Adapted from *The Guardian*, February 1st, 2018

* staple = main