

Creating GOOD VIBES

How to Establish a Workplace Culture of Encouragement



How to Create Your Own Good Vibes Structure

1. **Commit to the plan.** Create a purpose and mission statement for your workplace.
2. **Implement the structure.** Choose the Good Vibes Committee, based on your preference of appointment by management **or** applications by employees, as chosen by management.
3. **Keep the end in mind.** Determine your internal and external projects and objectives for the year. Collaborate on new ideas to improve your workplace.
4. **Get organized.** Outline your yearly plan by quarter. You can use the first quarter to research and plan for the following three quarters.
5. **Collaborate.** Set meetings to implement each project and set responsibilities of each team member.
6. **Engage your team.** Communicate the upcoming projects to the staff to boost excitement and participation.
7. **Meet regularly.** Continue committee meetings once or twice per month to conduct each project and review outcomes.
8. **Do it.** Execute Good Vibes as planned.
9. **Continue the process.** Repeat steps 3-8 each year and revise as needed for what suits your style.

How to Implement Good Vibes In Your Office

Outreach:

1. Survey your team to find what you're passionate about as a company.
2. Based on responses, GV team chooses 3 nonprofits to focus on each quarter.
3. GV team reaches out to nonprofits to see what outreach is already in place to support (Meals on Wheels, Red Cross, Humane Society, food kitchens, etc.).
4. GV team plans following 3 quarters accordingly, usually one big event per quarter.
5. Determine activities: fundraising, working an event, etc.

Office-Focused:

1. Decide which programs fit the personality of your company (Secret Encourager, Super Birthdays, Holiday events, Luncheons, etc.)
2. Plan accordingly.

SECRET ENCOURAGER

Step 1:

Have each person on your staff fill out a sheet of their favorite things (such as food, candy, drinks, colors, and hobbies) and information about themselves (special dates like their birthday and anniversary) to be kept in a central location accessible to all employees.

Step 2:

Everyone either draws a name or gets randomly assigned a person to start sending good vibes.

Step 3:

Each person should start secretly sending encouraging notes, "thank yous", or small gifts to the person they drew, and can refer to the employee information sheets to get ideas along the way.

Step 4:

Encourage your staff to share pictures of their encouraging notes or gifts throughout your office.

That's it! Feel free to be creative with the process. The challenge is not written in stone, but is meant to evolve in ways that enrich you and your company. An encouraged and motivated team is a happy team, which leads to a positive workplace culture.

The Pulse at Broome Associates

Broome Associates invests in its employees. Our company has created the Good Vibes culture of encouragement within our larger program of team support.

our heart is for our team

Social

We establish the structure for healthy, positive team interactions.

- Team outings
- Life celebrations
- Secret Encourager program
- Team building activities

Environmental

We prioritize responsible stewardship of our physical environment.

- Paperless initiative
- Recycling program
- Ergonomic office improvements
- Updated technology and software
- Campus improvements

Financial

We offer resources to allow our team to reach their personal and family goals.

- Competitive salary and benefits
- Performance bonus
- 401K profit sharing plan



Community

We initiate opportunities for our team to serve others in the community.

- Quarterly service projects
- Paid volunteer hours
- Charitable contributions
- Secret Encourager program

Personal Growth

We encourage attainment of each employee's highest personal and professional potential.

- Professional designations
- Continuing education
- Personal goal reviews
- Leadership program
- Recognition of success

Well-Being

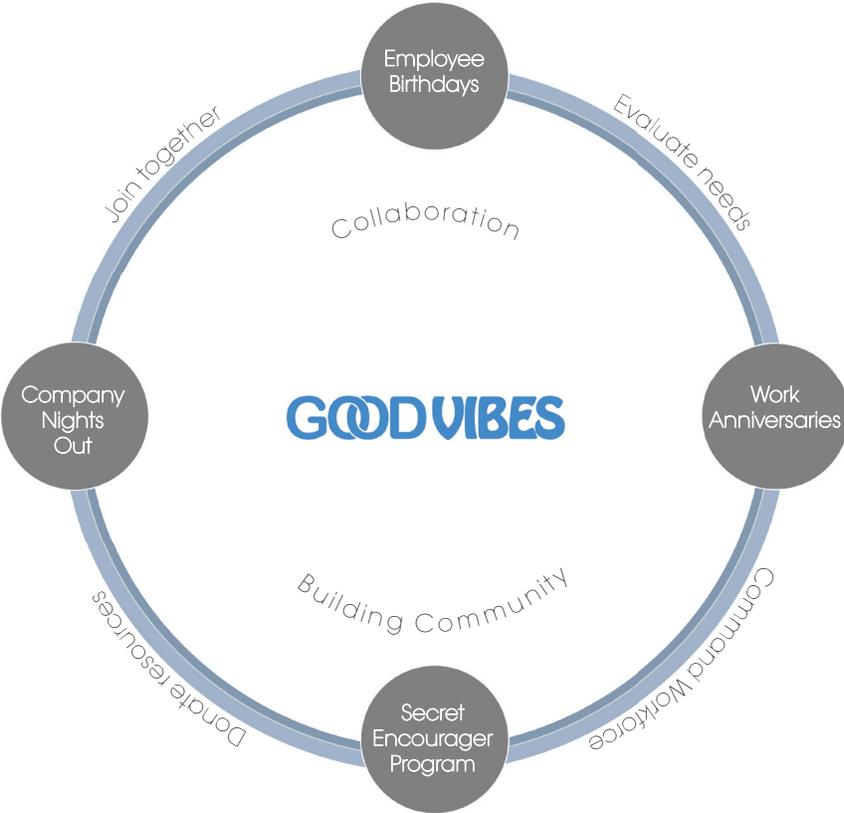
We provide activities to honor our team's commitment to wellness.

- Wellness program with coaching
- Semi-annual Wellness trips
- Wellness challenges

Our heart is for **our team** to reach their best quality of life.
Broome pulse provides the resources to empower
and uplift them on their journey to success.

Good Vibes is Full Circle

Our Good Vibes program is self-sustaining with internal and external events.



1. Mission

The Good Vibes team was created to assist in encouraging and equipping the hearts and minds of employees at Broome Associates. We believe that it is important to give back to the community to cultivate others while creating a positive workplace culture that encourages our team. Many of our employees feel personally enriched by helping others in the community as well as in the office, bringing these “Good Vibes” full circle.

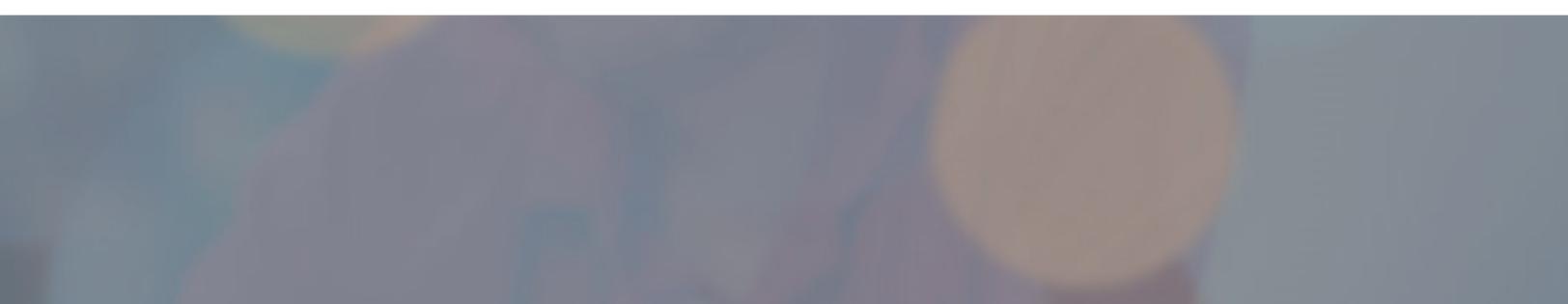
Good Vibes’ mission is founded on two verses from the Bible: 1 Peter 3:8-9 says “Finally, all of you should be of one mind. Sympathize with each other. Love each other as brothers and sisters. Be tenderhearted, and keep a humble attitude. ⁹ Don’t repay evil for evil. Don’t retaliate with insults when people insult you. Instead, pay them back with a blessing. That is what God has called you to do, and he will bless you for it.” Philippians 2:2-3 says “Then make me truly happy by agreeing wholeheartedly with each other, loving one another, and working together with one mind and purpose. ³ Don’t be selfish; don’t try to impress others. Be humble, thinking of others as better than yourselves.” Good Vibes’ ultimate mission can be summed up into one phrase: to love one another and love our world.

GOOD VIBES

2. Purpose

Good Vibes' purpose is to be servants to the staff and community by facilitating opportunities to live out our mission. Good Vibes strives to be the voice and vessel in which the staff is heard. It is our goal to display the dual mission of Good Vibes and Broome Associates.

GOOD VIBES

A decorative footer at the bottom of the page featuring a dark blue background with several out-of-focus, colorful circles in shades of purple, yellow, and orange, creating a bokeh effect.

3. Structure

Although the committee works as a team and the roles often overlap, Good Vibes has structured its team into three parts: Community Coordinator, Communications Coordinator, and Broome Team Coordinator. The Community Coordinator manages external programming, such as handling any events for non-profit organizations we partner with. The Communications Coordinator is in charge of calendar management, any communication within the committee (such as taking minutes), as well as communicating with the staff. They also keep everyone on track with deadlines. The Broome Team Coordinator manages the internal programs that take place inside the office such as employee birthdays and anniversaries.

Each position can be held for up to a three year term on a rotational basis. The Good Vibes team holds monthly meetings to organize events as well as keep the year on track for what is to come. Each member has to commit at least four hours of time per month to coordinate events, run errands for supplies, as well as hold meetings. The budget for Good Vibes is \$2,500 annually, with the opportunity to request additional funds if the team submits a written proposal to the executive team.

GOOD VIBES

4. Projects

Internally-focused projects for Good Vibes support the employees that surround us every day. We want the “vibe inside” to be an atmosphere of encouragement and positivity. Good Vibes works with management to find and create solutions to issues that arise every day so that a positive change can happen in our workplace. Several ways we seek to encourage our employees are by celebrating their birthdays and work anniversaries, managing Secret Encourager campaigns, planning holiday celebrations, and much more. When employees are celebrated or encouraged in the office, we ask them to share a photo and comment throughout the office communication channel to inspire further encouragement and maintain accountability. For specific examples, see Examples below.

As part of the Broome Associates mission, we try to participate and give back to the community in many ways. We allow employees eight out-of-office hours each year for serving in the community. We serve the community in various ways by singing for local nursing homes at Christmas, working baseball concessions to raise money for Special Olympics, and walking dogs at the Humane Society.

Donation drives are another externally-focused component that does not require time taken out of the office. We raise donations for the Humane Society, a local women’s shelter, and the soup kitchen. For more information and in-depth details on how we serve in the community, see Examples below.

GOOD VIBES

Examples

Broome Birthdays

Year

Structure

2015

Every employee signed up to decorate the office and make the favorite treat of the employee with the next birthday on the calendar. The office was decorated with silly decorations like streamers, balloons, confetti, etc.

2016

Every employee signed up to decorate the office and make the favorite treat of the employee with the next birthday on the calendar. The office was decorated with silly decorations like streamers, balloons, confetti, etc.

2017

This year, we changed our structure to keep the celebrations fresh by drawing names to prepare each employee's birthday treat. Instead of decorating offices, we place "Snoop DOGG", the obnoxiously large stuffed dog, in the office of the birthday person. Good Vibes gave each person a \$10 gift card to their favorite restaurant.

Secret Encourager

Year

Structure

2014

Each employee drew a name of another employee to encourage him or her throughout the year. Each Secret Encourager revealed themselves to each other at the Christmas breakfast with a final gift.

2015

Each employee drew a name of another employee to encourage him or her for two 6-month waves. At the end of both waves, every Secret Encourager revealed themselves to each other with a final gift during a coordinated breakfast.

2016

Each employee drew a name of another employee to encourage him or her for quarterly 3-week waves, with at least one gift per week. At the end of each wave, every Secret Encourager revealed themselves to each other with a final gift during a coordinated breakfast.

2017

This year, each employee drew a name of another employee to encourage him or her at least one time a month for the year. Each employee revealed themselves to each other with a final gift at our office holiday party.

Out-of-Office and In-Office Celebrations

Year

Out-of-Office Celebrations

2015

Attended Crawdads Games, Hosted a Lake Party, Organized a bowling adventure after the Thanksgiving Feast.

2016

Organized a painting event at Freckled Frog, Hosted a Lake Party.

2017

Hosted Office Cookout and Outdoor Game Night and organized a painting event at Freckled Frog after the Thanksgiving Feast.

Year

In-Office Celebrations

2015

Organized baby showers, quarterly luncheons, themed holiday breakfasts or snacks, a summer office Luau party, an NFL Football Forecast challenge, a Special Thanksgiving Feast, a Christmas breakfast, and an End of Year party.

2016

Organized baby showers, quarterly luncheons, themed holiday breakfasts or snacks, an Easter Egg hunt, an NFL Football Forecast challenge, Spirit Week, a Special Thanksgiving Feast, a Christmas breakfast, and an End of Year party.

2017

Community Service Events

Year

Community Service Events

2014

Organized donation drives for the Humane Society and Angel Tree.

2015

Sang Christmas carols at local nursing homes, served at the National Day of Prayer, volunteered at the Humane Society Golf Tournament, and served lunch at The Corner Table.

2016

Celebrated Valentine's Day, Mother's Day, and Father's Day, and sang Christmas carols at local nursing homes; worked Crawdads concessions for Special Olympics; served at the National Day of Prayer; and served lunch at the Hickory Soup Kitchen.

2017

Celebrated Mother's Day and Father's Day and sang Christmas carols at local nursing homes; worked Crawdads concessions for Special Olympics; and served at the National Day of Prayer.

BROOME
ASSOCIATES