

5 Virtual Team-Building Tactics for Your Business



Team building activities can be tough when everything is conducted virtually. Being able to be in the same room with someone can help you learn a lot about them and get to know them. However, it has been tough recently due to everything being conducted online. If you are trying to bond with your team online, then here are some activities you can do to build your team.

1. Online Trivia

Online trivia is a great way to get to know your teammates better, and it allows you to spend some quality time with them. Typically, you could go to a bar/restaurant and have a trivia night with your team. However, the pandemic has made that hard to do now. This is an alternative that you can do

online to get to know your teammates better.

You may find out that one of your teammates has a lot of knowledge about a topic that you love, which can give you two something to talk about in the future. Also, you may be able to ask that person to teach you about that subject, which can lead to a stronger bond within your team.

2. Pub Crawl

A virtual pub crawl could be something fun to do with your team. A traditional pub crawl is where you and a bunch of people go to a bunch of different bars and have a drink. However, the pandemic has made it hard to do that. When doing a virtual pub crawl you can look at different websites and have a drink while talking about a bunch of cool stuff.

Of course, you need to make sure this is ok with your team and that everyone is legally allowed to drink. You may find that someone really loves a particular drink, and your teammates might open your eyes to a drink that you have never tried before.

3. Team Gaming

Gaming is something that has been done online for years prior to the pandemic. Gaming can be a great way for people to bond and learn more about each other. You may find that your teammates are good at a particular game, or that they know a lot about a specific game.

Gaming will give you time to talk with your teammates and have casual conversations. Gaming can go for hours, which can allow you and your teammates to talk about a handful of topics.

4. Escape Room

An escape room is like the idea of gaming with your teammates. Normally, an escape room is where you and a group of people are trapped in a room, and you must use clues around the room to get out of it. This can be done virtually. While you may not get the rush of being stuck in a room, it can still be fun to do with your teammates.

This will also give you an opportunity to problem solve alongside your teammates, which can be vital to a team's success. Communication is important for a team to succeed. This can also show you who on your team may be good at puzzles, math, or any of the other things that are involved with the given escape room.

5. Two Truths and A Lie

If you have run out of other virtual team-building tactics, then you can always resort to two truths and a lie. You can set up a specific meeting for this to help your team get to know one another, or you can build it into the end of your meetings casually.

Two truths and a lie will help you learn cool facts about your teammates that you would not have already known. You play the game by sharing two truths about yourself with your teammates, and you also share a lie about yourself with them. Then, it is their job to figure out which one of the statements you made is a lie.

Conclusion

You may not have to do all of these things to build your team, but all of these can be fun to do with your team. If there is one activity that your team loves, then you should continue to do that. Also, there are other activities out there to do, so

you should look for an activity that best fits everyone on your team.



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5 Ways to Reinforce Your Company Purpose During Times of Change



By NakoPhotography on Shutterstock

Change is inevitable. Regardless of your market, the service you provide, or the product you sell, it is impossible to bypass the agents of change. Sometimes changes come from within your organization, but often they are driven by macroeconomic, extraneous factors that you can't control—like the global shift to remote work and other responses to the pandemic.

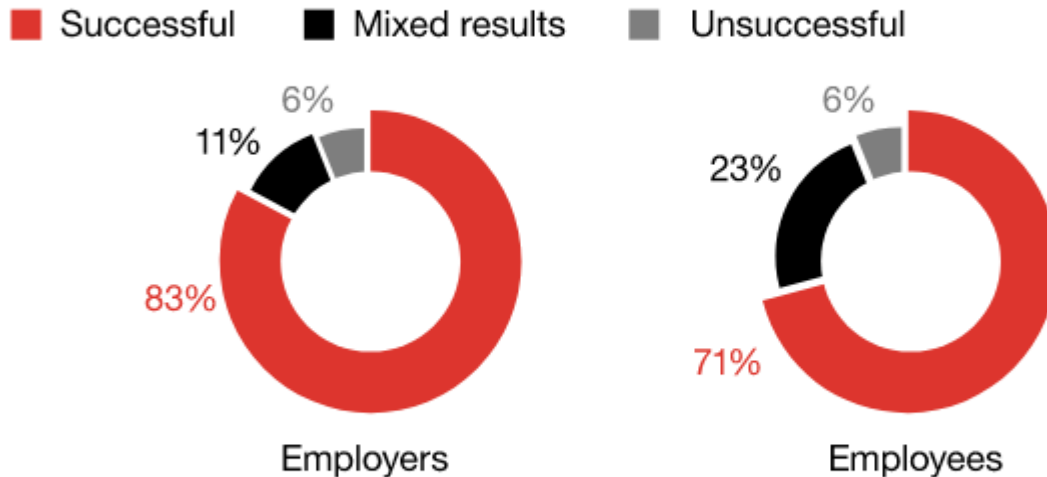
During these rapid changes, it can be easy to let company culture, your ties to the community, and other initiatives that identify you as a company slip. However, your company can rise to these changes and others without losing sight of the bigger picture by reinforcing your purpose.

The World of Work Is Changing

In a survey of U.S. remote workers in November-December 2020, 83% of responding employers said the shift to remote work had been successful for their company—up from 73% in a similar survey conducted just months earlier in June 2020. However,

only 71% of employees surveyed agreed.

Remote work has been a success



Q: How successful would you say the shift to remote work because of COVID-19 has been for your company? (Responding 'successful' and 'very successful')
Source: PwC US Remote Work Survey
January 12, 2021. Base: 133 US executives, 1200 US office workers

Image Source

The same survey found that 87% of employees believe the office is crucial for collaborating with team members and building relationships. The opinion was sharply divided when it came to work-life balance: 55% of the surveyed employees said that they would prefer to be remote at least three days a week once the effects of the pandemic recede.

Attitudes toward remote work are changing, but not everyone is on the same page. It's important to reinforce your company's purpose when planning your next steps. This will help you respond to their needs and successfully navigate these seismic shifts in the world of work.

Let's take a look at five ways you can reinforce your company's purpose during times of change.

1. Create a Workplace That's Conducive to Mental Health

The pandemic has taken a toll on everyone. For many, this includes a severe negative impact on their mental health. Stress caused by the looming threat of illness, quarantine, hospitalization, and even death—plus the disruption of almost every area of daily life—isn't good for anyone. Dread of stigma, social exclusion, financial loss, and job insecurity has multiplied the effects of this unpredictable time.

To combat these issues and reinforce your company's purpose, create a workplace that respects the importance of your employees' mental health. And the most effective way to create such a workplace is to make sure your employees know they are valued and that their achievements mean something.

Supporting your employees is likely a significant part of your company's purpose, and this pandemic is the time to double down on those efforts, not scale back.

Management and high-level executives should encourage a culture of appreciation. Create a structure where acknowledging employees' work, successes, and contributions to the team is the norm rather than the exception.

Rewards don't always have to be tangible. Simply showing gratitude for their work can contribute to a positive workplace environment. Praise their sales skills or congratulate them for completing an important project. Make this gratitude public, and you can do this by announcing the employee's success in front of their peers on a conference call or in-person meeting, or by recognizing them in the company newsletter.

Invest in training that focuses on reclaiming employee well-being at all levels—physical, social, emotional, and financial. It is vital to prevent and eliminate racial discrimination, sexual harassment, and other behaviors that can contribute to a toxic work environment.

For example, online sexual harassment training can set ground

rules and help employees identify problem behavior. An anonymous whistleblowing system gives your employees a secure channel to report toxic or unethical behavior without fear of humiliation or reprisal. This allows you to address issues before they become costly and potentially dangerous problems.

It is also important for your company to adequately invest in mental health initiatives and provide ergonomic devices to increase comfort and prevent repetitive strain injuries.

2. Establish Close Community Ties

Your company's place in the greater community is as integral to your company's purpose as your company's objectives are. However, during the pandemic, numerous companies, organizations, and brands reduced their contributions to the community, owing to budget cutbacks.

While these cutbacks might give your company some relief in its short-term financial condition, they have a negative impact in the longer run. Such impacts could manifest in reduced loyalty for your brand and adverse shifts in the purchase behavior of the community.

Reinforcing your company's purpose, therefore, includes rethinking and reaffirming your community grant and donation policies. Take a fresh look at the community initiatives around you and evaluate ways your company can contribute to them. Being compassionate, consumer-friendly, and a champion of sustainability strengthens loyalty to your brand.

Also, while you should support causes you truly believe in, also look at the long-term marketing impact of the initiatives you choose to support.

3. Re-examine Your Values and Your 'Ideal' Workplace

The importance of taking care of your employees and your community is paramount. But the sustainability of your

initiatives on these fronts depends on how you are structured from within.

Revisit the core values of your company and the notions that drive your workplace to see if there is any gap to be filled when situations are changing fast around you. Remember that the values and ideals that drive management are often not aligned with those of the employees. Management often looks to:

- Increase employee productivity.
- Provide the scope and place for meeting clients.
- Enable employees to collaborate effectively.
- Build company culture.

On the other hand, employees often look for:

- Effective collaboration.
- The ability to meet clients and colleagues effectively.
- Secure access to equipment and documents.
- Fruitful training to develop their skills and advance their careers.

It's important to meet these expectations for employees, not only for their sake but also for the sake of the company. Unhappy employees cost U.S. businesses up to \$550 billion every year, so supporting your employees' needs can't be an afterthought.

Therefore, management must spell out their purpose clearly, address employee wants as completely as possible, and stay prepared for changes, especially in the post-pandemic job market. At the same time, it is also vital to manage the expanding set of choices with tools and training.

4. Embrace Change

It's difficult to gauge what the long-term impact will be, but there is no denying that the pandemic has introduced many changes in the workplace structure. Many companies are

embracing a hybrid workplace, where teams are either split between remote workers and in-office workers, or employees rotate in and out of offices configured for shared spaces.

While this model offers flexibility to employees, it also makes your organization's work difficult. It can be complicated to organize a workweek and enforce a paradigm shift in the way your organization interacts with its employees. It can change a company's work culture and its approach to employee engagement.

Rather than resisting change, it is vital to stay open and embrace the changes. Where there is a gap between how employers and employees look at remote work, rather than ignoring the differences it is important to understand why they may exist and address them directly.

Issues including childcare, training, mental health support, mobile applications and data, and the provision of home office equipment should all be assessed based on the specific needs of your organization.

With digital transformation being a critical operational function for any organization, it is imperative that there is a process in place to help ensure a project is successful and mitigate any unforeseen eventualities. Due to the COVID-19 crisis, some digital transformation capabilities were fast-tracked. Such as: shifting to remote working, increased e-Commerce, and digitalization of core supply chain management.

This digital transformation infographic was created by WilsonHCG, the global recruitment process outsourcing (RPO) specialists, offering enterprise solutions, talent acquisition consulting, executive search, and contingent solutions.

5. Promote Equitability

Regardless of your industry, it is crucial to ensure that each workplace segment gets equal benefits from the company's

realigned strategies. A workforce can be segmented across gender, race, ethnicity, identity, and salary level. Companies should evaluate the cost of initiatives to promote well-being for each of these segments and their impact on the company and bring these cost-impact dynamics to their optimum. Only then can you be sure that your efforts to reinforce your purpose have spread equitably.



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How Business Leaders Can Teach Their Team About Cybersecurity



Image Source: Pixabay

In today's digital landscape, we are confronted with an overabundance of cybersecurity dangers. As a small business owner, this reality can be incredibly daunting, especially considering the financial impact that data breaches can cause. However, equally as important as knowing the cyber dangers present outside the organization is knowing how your team can learn to protect themselves and, by extension, the company from malicious attackers.

In this article, we'll be discussing how business leaders can take progressive steps to prepare themselves for today's cybersecurity threats and how they can teach their team to prepare for the worst.

Create a Cybersecurity Training Schedule

With cyberattacks targeting more small businesses than ever before, employee training becomes increasingly important for

every business owner to reduce organization attack surfaces and limit the chance of getting ransomware or other dangerous malware. One way to do this is by prioritizing a cybersecurity training schedule for all employees.

To do this, business owners can begin by creating an internal cybersecurity team that includes members from various departments within the business. This group should meet regularly to discuss ways to improve messaging around each person's role regarding data security and what they need to do if their working device is compromised or stolen. Cybersecurity training then becomes everyone's responsibility instead of just one department's problem to solve alone.

When training, it's essential to start with the basics. Employees should be taught what a phishing email looks like and how to avoid clicking on links that could lead them to malware-infected websites. Training sessions should be conducted frequently so each person can refresh their memory as needed. Businesses might even consider running training simultaneously every month or year, so people don't forget about this information over time.

Incorporate Internet Safety Into Company Culture

Business leaders can teach their team about cybersecurity by training employees on what to look for when encountering suspicious behavior online. Employees should be trained in cyber security best practices and recognizing phishing attempts, malware warnings, unsolicited emails asking for passwords or confidential information (usually paired with an urgent tone), etc. If any of these signs are present at work, employees should report them immediately so IT professionals can investigate the issue further. Having robust internet safety training is vital because most data breaches occur due to human error – not technological complications.

By embedding internet safety into company culture, small business owners can better prepare their employees for cyberattacks and data breaches while ensuring that new employees adopt the same urgency. This is especially the case if you have employees who are working from home. You must encourage them to adopt smart home practices, such as stronger internet connections, to both save energy and save data.

Practice Safe Data Management

As data breaches become more common, small business owners need to take steps toward ensuring that their employees are practicing safe data management procedures. It may be tempting to believe that your business doesn't have anything of value for cybercriminals to steal; however, even if customers or clients do not regularly share data with your company over the internet, you still hold a significant amount of sensitive information in paper form, which can easily be compromised by an individual who has access to your office space overnight.

Every staff member must understand how serious cyberattacks are, especially when harming both individuals and the businesses they work for. To protect customer data, it may be helpful for small businesses owners to utilize an offline digital data storage device, such as a flash drive or portable hard drive, which can hold all of the information collected by your employees with limited risk of exposing sensitive data online. This would allow you to keep records on hand while still taking appropriate precautions against cybercriminals who constantly find new ways to infiltrate even the most secure systems.

Implement User Access Control

Another way for business owners to limit the digital attack surface of their employees is by implementing user access control systems and solutions. User access control restricts

user activity based on what user is assigned to which types of tasks. For example, a user who works in accounting will have read-only access to the financial applications they need for their work. At the same time, an IT developer tasked with writing code should only be able to write and edit code when using company servers or networks.

User access controls also monitor user behavior, so business owners can identify if someone is trying something malicious without being detected by specific security solutions such as firewalls and endpoint protection software. Additionally, this type of user monitoring ensures that all actions taken in a network are traceable back to its source, whether it's from internal sources or external ones. This makes it easy for businesses to see how data leaves their organization over public internet connections.

In Conclusion

Internet security is becoming more and more important, with data breaches occurring all the time. By putting these precautions in place, small business owners will better prepare their employees for cyberattacks and data breaches while ensuring that recruits adopt the right level of urgency towards cyber safety.



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