

eBOOK

4imprint®

The state of team building 2018:

# Team-building trends and tips

# Introduction

The value of teamwork is undeniable. It fosters creativity, builds strong relationships between employees and increases productivity. **Yet, 39 percent of surveyed employees believe people within their organizations could collaborate more.** Encourage collaboration within your organization with tips found in this ebook and team-building giveaways that prep employees for success. Teamwork makes the dream work.



# Uncover the latest in team-building trends!

In organizations of all sizes, more and more people are working in teams.

Whether it's the fast pace of work, the speed of change or the complexity of the tasks at hand, we're relying on our teammates more and more.

That's what we found when we surveyed hundreds of talent development professionals throughout the country about team building in their organizations.

As you read through the book, you'll find that nearly all work in a team some or all of the time. We'll take a deep dive into the training and tools organizations are providing to support their teams. To help you in your efforts toward better team building, we provide tips and giveaways that encourage collaboration. You'll also hear from customers on which team-building gifts worked well for their organizations.

Encouraging teamwork and communication among employees is important for the success of your staff and organization.

Not surprisingly, employees who collaborate and communicate with each other are more productive and do higher quality work.

That makes teamwork a win for all!

Wishing you and your team success,



Kevin Lyons-Tarr  
CEO, 4imprint, Inc.



**Kevin,**  
with 4imprint  
27 years

# Survey results:

Who are our respondents?





**4imprint surveyed professionals**  
across multiple industries about  
team-building practices.



**Business**



**Government**



**Education**

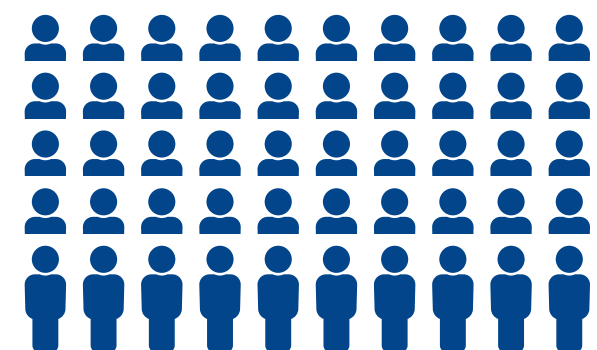


**Healthcare**



**Nonprofit**

The organizations ranged in size from  
**a handful of employees to more than 5,000.**



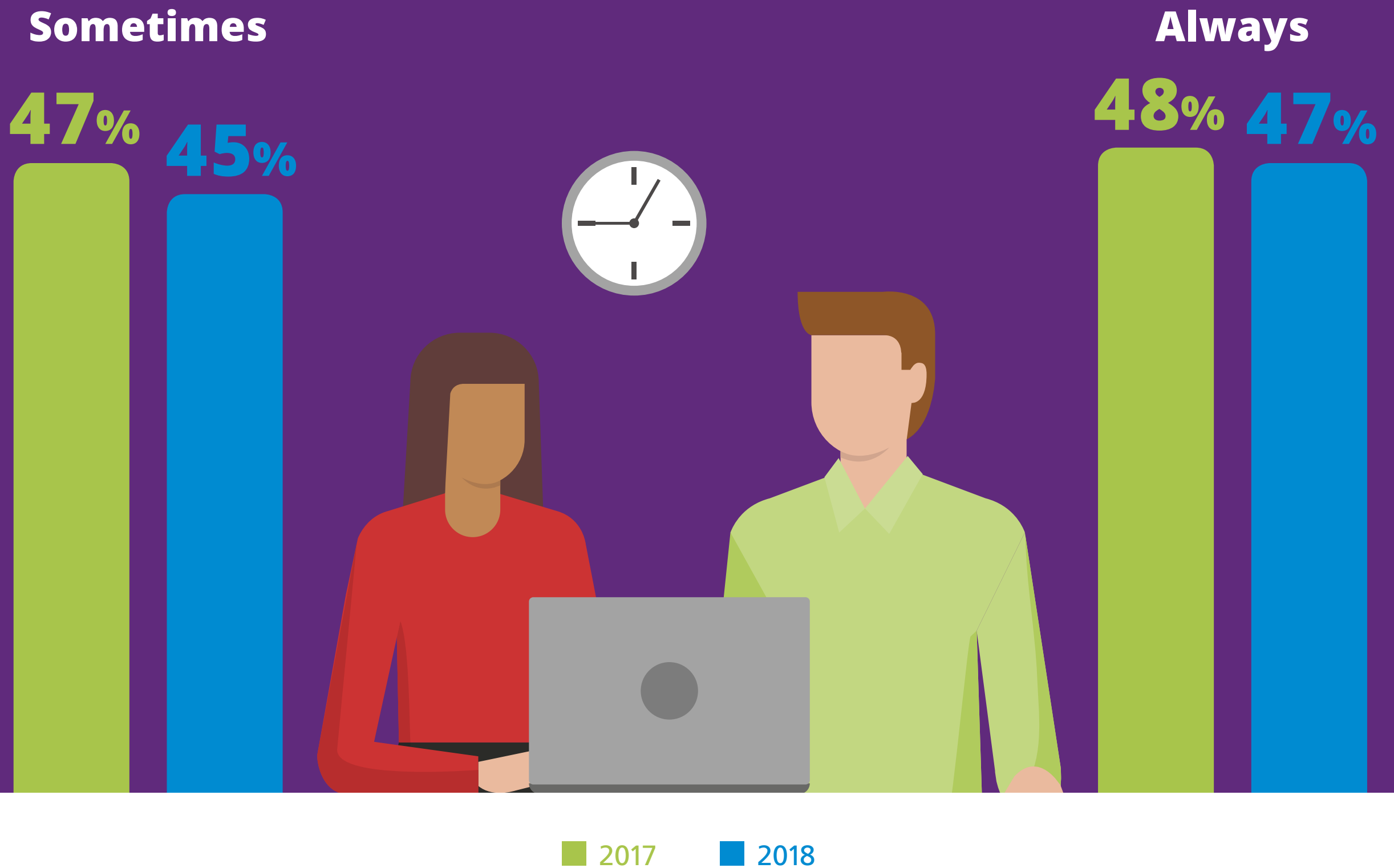
# The state of **team building**





## [ Who works in teams ]

Most employees work in teams  
**some or all of the time.**





[ Business must-have ]

# Teamwork training for all employees is on the rise.



All Employees

43%

8%  
Executives

18%  
Managers

23%  
Employees yet to be trained

8%  
N/A

All Employees

51%

9%  
Executives

22%  
Managers

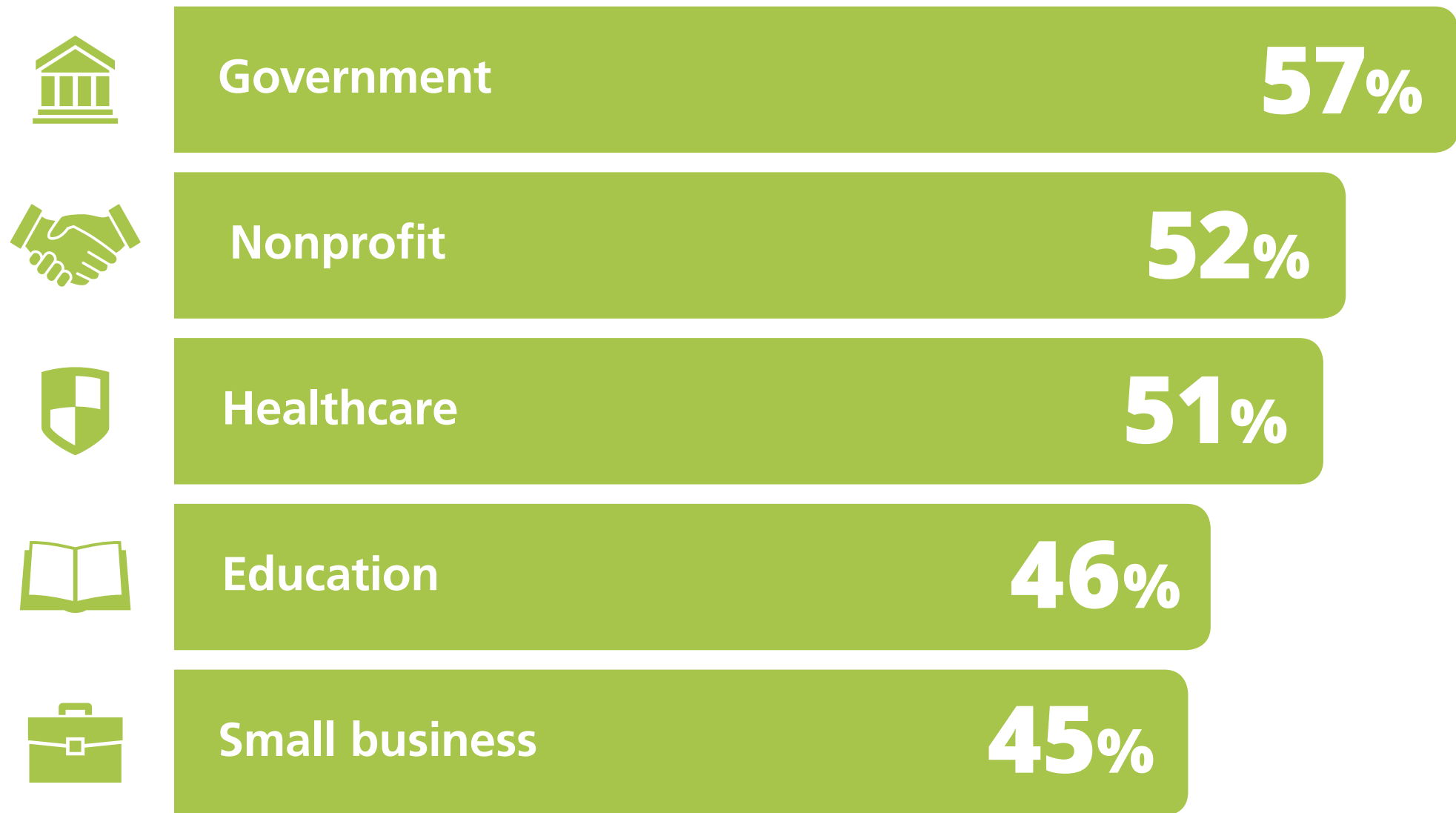
18%  
Employees yet to be trained





[ Team building by industry ]

Across industries,  
most respondents said  
**all employees receive  
teamwork training.**



# Team training trends





[ Home is where the heart is ]

# Team building is more likely to be held at the office than it was a year ago.

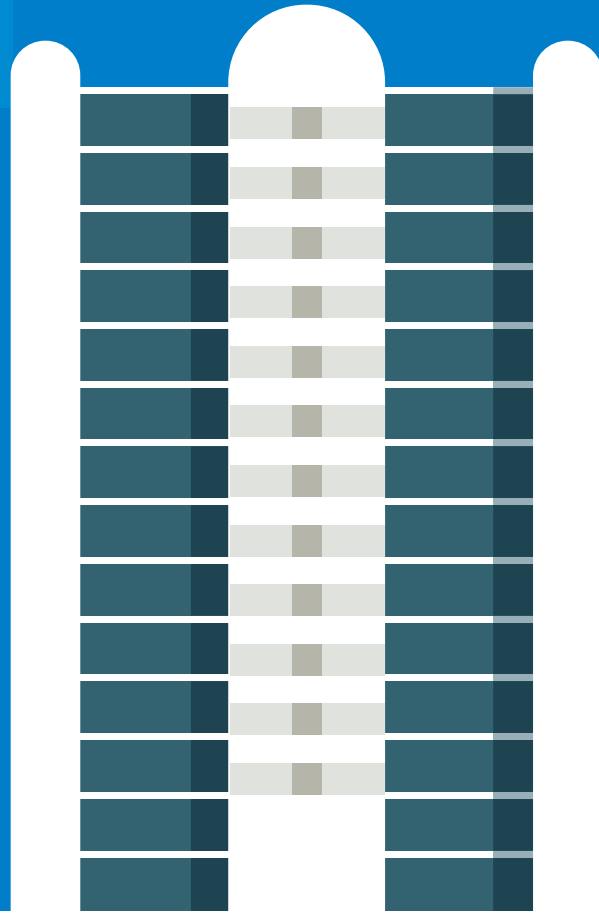
**Off-site**  
team building



2017



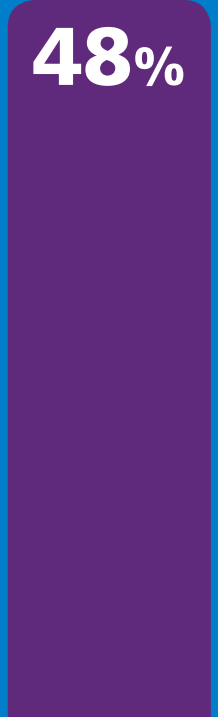
2018



**On-site**  
team building



2017



2018

**Companies with more than 1,000 employees** are the most likely to encourage off-site team building.



[ Communication is key ]

**Communication**  
is the most common team  
training topic.

2018

**TOP 3**  
Training topics

1. Communication
2. Effective Listening
3. Goal Setting



**INSIDE SCOOP:**  
*Respondents said  
communication  
training provides  
the most value  
for their teams!*

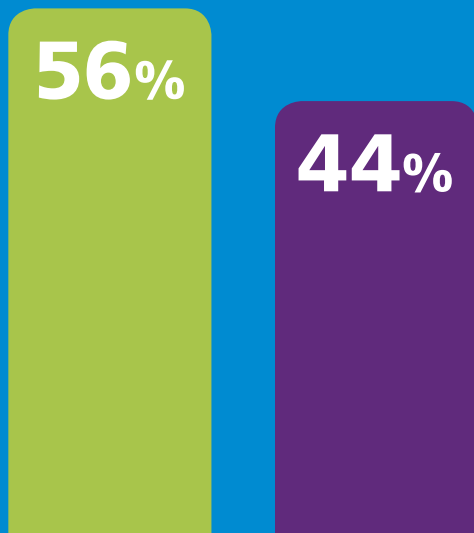


[ Fewer team tools ]

# Time and tools devoted to teamwork is shifting.



**Provided time**  
to work in teams

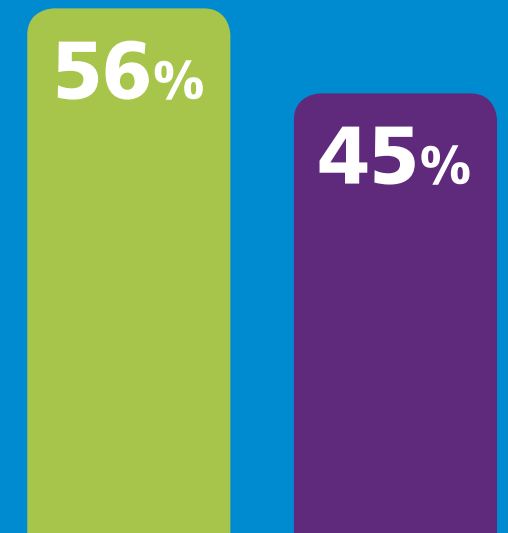


2017

2018



**Provided tools**  
and technology



2017

2018

**TIP: Maximize success by providing the time and tools needed for effective team building!**



[ Tech savvy teams ]

The healthcare industry is most likely to use team-building tools and technology.



### Industries encouraging team building





[ Create winning collaborations ]

# 6 steps to team-building success

- ✓ Open communication
- ✓ Ensure all voices are valued
- ✓ Set goals
- ✓ Clarify expectations
- ✓ Build autonomy and accountability
- ✓ Share team-focused promo products



# Top team-building gifts



Apparel

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Pens

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Drinkware

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Totes and bags

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Journals and  
notebooks

Page 25





# Apparel that gets applause!



**Nearly half of respondents**  
give logoed apparel as a team-building giveaway.



**Giving your team custom apparel builds unity and a sense of belonging.**




#146500  
Crossland® Heather  
Fleece Jacket

*“Awesome shirts, look great, nice material!”*



**Brad** from  
Grand Rapids

#132364  
Garment-Washed Cotton Twill Shirt



# Promotional pens that do the talking for you.



**Nearly  
2 in 5  
organizations**

use personalized pens  
to promote team building.





## DID YOU KNOW?

The education sector is most likely to use logoed pens as team-building giveaways.

Pens are the perfect tools to give away for team training sessions.



#141813  
Ripple Pen



#105103-ST  
Vienna Stylus Metal Pen

*“Great quality, and terrific imprinting!  
Our clients love them.”*

**Taylor** from  
Boston



# Cheers to custom drinkware!



**30% of  
respondents**

give custom drinkware for  
team-building exercises.



## USE IT OR LOSE IT

People hang on to useful promo products—  
like drinkware!



#143772  
Helix Travel  
Mug

A custom travel tumbler  
brings team spirit on the go.

#126430  
Imprinted Minolo Coffee Mug



*"I loved these, and so  
did the 40+ volunteers  
that I gave them to..."*

**Mary** from Park Rapids



# Tote your team spirit with **logoed bags.**



3 out of 10 organizations  
**give custom bags during  
team training sessions.**



Personalized bags help organize team-building gifts and materials.

*"I love my bag."*

**Gloria** from  
Kankakee



#143356  
Portland Laptop  
Briefcase Bag



#103873  
Value Polypropylene  
Tote





# Keep notes handy with journals and notebooks.





**Give teams custom notebooks and notepads to encourage collaboration and ideation.**



#83025  
Scratch Pad

*“We used these as a giveaway for our employees and they loved them. We had our sales people asking for extras to give to customers!”*

**Kimberly** from  
Kilmarnock



#104109  
Neoskin Journal

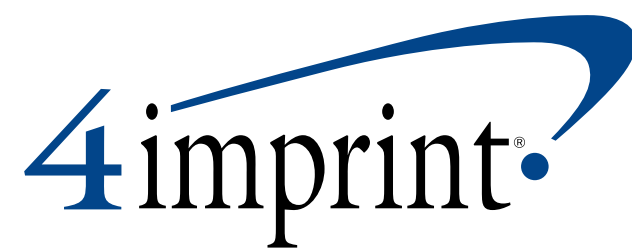
# Giveaways that **encourage team building**

Equip your employees with what they need to work successfully as a team. Team-building gifts can serve as the necessary tools for collaboration, as rewards for doing great work or both!



# Share your top team-building giveaways!

Do you have a team-building giveaway that made a huge impact?  
Share your tips with us! Email **4ideas@4imprint.com** with photos  
and your team-building success story.



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