

## Organizational Development through Personalized Supplies

Personalized supplies are commonly given out either to attract new customers or reward loyal ones. But another key purpose of personalized supplies which is often left out is for the development of your organization by improving your firm's most important asset: your employees.

A company's overall efficiency is highly dependent on its employees. This is the reason why Human Resource Management (HRM) is very important for the development of any organization. Sustaining productivity and retaining high-performing personnel are two of the key result areas (KRA) in HRM. And these two KRAs can positively be affected by the use of personalized supplies within the organization.

Employee productivity and retention are two factors that are very dependent on the organizational culture of the company. In theory, molding the existing organizational culture into a positive and healthy version may look easy. As a plethora of readings just call for restructuring of flow charts, multitude of trainings and team buildings, and a touch of inspirational talks from the leader to do the trick. But in truth, it takes a lot of time and effort to attain the desired organizational culture that can foster productivity and retention for your employees. These grueling efforts require the presence of two important factors for a successful transformation.

First, the organizations' leaders must first impose the changes on themselves. Second, The leaders should then cultivate the self-imposed changes in their employees. And personalized supplies play an important role in the latter.

Cultivating change in your employees cannot be achieved with a single action. In order to accomplish a sustaining transformation that is accepted throughout the organization, a collection of continuous activities are required from the company's leaders. Distributing personalized supplies is one of the activities to aid this transformation.

Personalized supplies imprinted with the company's "new" vision will serve as a continuous reminder of the new direction the company is targeting. The distributed personalized supplies will also increase your employees' morale as these promotional items provide a sense of unity, belongingness and pride. Lastly, by distributing personalized supplies, you are also showing your appreciation for the efforts of your employees, which is also a key factor in employee retention.

With all these benefits, one can really see the importance of personalized supplies in enhancing the productivity of the employees and the organization as a whole. And the development of the company can be achieved through this simple effort in conjunction with other activities that all share a single goal of organizational culture transformation.

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