

Client: Hamilton Bradshaw
Source: Evening Standard (Main)
Date: 17 December 2012
Page: 38
Reach: 699338
Size: 139cm2
Value: 8713.91



HAMILTON BRADSHAW
Investing in people with passion

Laura
Chesters



How can the Christmas party be fun and useful?

**Ask
James**



James Caan

Dear James

I AM a business owner, and am just arranging our Christmas party. I want everyone to have fun but how can I make it a really worthwhile event?

Jake Addins

“THE Christmas Party” is a great British tradition. You only have to go out into any town or city centre right now and chances are you’ll bump into a group of workers enjoying themselves on their annual do.

I am a firm advocate of Christmas parties for a number of reasons. Not only is it a good way to relax, it’s also the perfect opportunity to boost team morale and end the year on a high.

In addition, end-of-year parties can be a time for reflection and reassessment. Part of that is to acknowledge some of your best performing employees. Here at [Hamilton Bradshaw](#), we are combining our annual Christmas party with a formal awards ceremony. As part of the evening, I’ve put together 15 awards categories which will give me a chance to highlight the efforts of those who have made a big

contribution to the business.

I have met some managers who say they are not holding a Christmas party because money is tight and they don’t get any value out of it. I strongly disagree, because what price can you put on a happy workforce? There is no doubt that employees who feel appreciated will produce better results in the future.

Leaders should never forget the importance of praising their staff.

■ *For the full article and news of James Caan’s free app, go to [standard.co.uk](#). James Caan’s book, *Start Your Business in 7 Days*, is out now.*