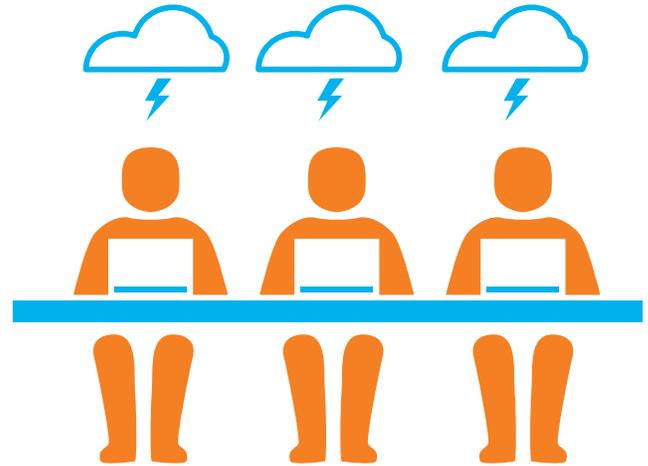


## The situation

Working in an office is collaborative and productive. But without an outlet for social engagement and a place to relax, it can also be stressful. Companies are working hard to revamp areas where workers can relax and clear their minds, as well as stay up-to-date on current events and industry news. It all starts in the breakroom. DIRECTV is an ideal addition for transforming an employee breakroom into an oasis of calm.



## Best practices for break time

Offering a well-appointed breakroom can boost employee morale and help employees unwind during breaks.<sup>1</sup> Businesses need to start by asking about their employees' daily routines and offering the amenities they need to do their job better and bond with one another. The first step is to ask them what they would want in an ideal breakroom. DIRECTV is a very popular office benefit that can help increase employee satisfaction.

## Benefits of building a better breakroom



### Millennial allure

Now the largest generation of the U.S. workforce after surpassing Gen Xers, Millennials are changing office culture.<sup>2</sup> An enjoyable breakroom helps cater to a younger, more tech-savvy staff.



### Stress level

Despite what many top executives believe, companies—not employees—are to blame for burnout.<sup>3</sup> Breaks help balance out the workday and relieve harmful stress.



### Work relationships

Getting a team to gel is critical to operate at maximum efficiency. When employees are comfortable with each other, their work improves.<sup>4</sup>



### Turnover

Keeping people happy is one of a business leader's most important responsibilities. When breaktime quality rises, turnover drops.<sup>5</sup>



## DID YOU KNOW?

**Breaks can help prevent employees from burning out. A recent study revealed that 53% of employees feel burned out because they don't have the opportunity to take a break.<sup>6</sup>**



## How DIRECTV helps create a breakthrough breakroom

A breakroom says a lot about a business. If it's equipped with plenty of bells and whistles, employees will express their gratitude. With a small investment and a big selection of popular channels, DIRECTV can take any breakroom from broken down to breakthrough.

### 1 Improve employee satisfaction

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#### PROBLEM

According to a recent Staples study, nearly half of workers state feeling overworked is motivating them to look for a new job.<sup>7</sup>

#### SOLUTION

Office workers who take short, frequent breaks during the workday have higher job satisfaction and are more willing to go above and beyond their job description.<sup>8</sup> The first step in enhancing the breakroom is adding DIRECTV. Everyone will be able to step away from their desks for a few minutes to stay on top of breaking news, major events and local weather updates. It's an affordable upgrade that will give employees a more enjoyable place to relax and more incentive to stay.

### 2 Increase staff productivity

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#### PROBLEM

According to the 2016 SBA Workplace Index, 78% of employees say they feel more productive after a break. However, workers are reluctant to take breaks because they feel guilty. When surveyed about solutions to burnout, more than half of the employees said they wished breaks were actively encouraged.<sup>9</sup>

#### SOLUTION

Persuading employees to put their mental fatigue on pause is as simple as creating an inviting breakroom. DIRECTV programming can help take employees' minds off work, allowing them to return to their desks with fresh eyes to drive productivity.

### 3 Bring the team together

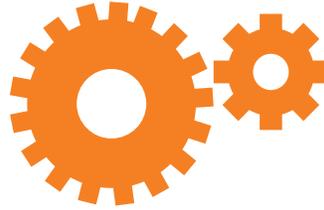
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#### PROBLEM

Fewer than 14% of employees describe their office as energetic, engaging or fun.<sup>9</sup>

#### SOLUTION

A flat-screen TV with DIRECTV can transform an ignored breakroom into a gathering place for the whole team. Not only will employees stop by for lunch or coffee, but with a selection of the best news, sports and entertainment channels, they'll also be able to check in on breaking news stories and big games.



## DIRECTV works harder to make break time better

Whether employees need a break from back-to-back-to-back meetings or just a place to chat about last night's season finale, a breakroom with DIRECTV is more social, inviting and enjoyable.



### Keep stress levels in check

Just taking a few minutes away from the 9-to-5 grind to watch DIRECTV can ease work-related tension.



### Add a touch of ambience

Having DIRECTV programming or DIRECTV satellite music channels on throughout the day brings up the energy level in the office.



### Let employees dine and unwind

Mixing in programming with some light conversation makes for a more pleasant lunch hour.



### Know when news breaks

Stay on top of the stories that matter in a business's specific industry with 24/7 news programming.



### Make a strong first impression on visitors

DIRECTV helps businesses put their best foot forward when giving investors, partners and clients a tour of the office.



### Give millennials another tool for success

Millennials demand the technology to do their jobs efficiently.<sup>10</sup> DIRECTV contributes to a forward-thinking environment that they need to succeed.

# 86%

of workers said taking a break increases productivity throughout the day.<sup>11</sup>



# A brief breakdown of optional add-ons

DIRECTV helps businesses customize their breakroom experience with next-level entertainment. DIRECTV offers a variety of incrementally valuable add-on options.



## Game on

To encourage the team to treat the office like a hangout, DIRECTV sports packages are just the ticket. Office managers can invite employees to unwind after hours and take in a game on NBA LEAGUE PASS, MLB EXTRA INNINGS® or NFL SUNDAY TICKET, just to name a few.



## TV that speaks their language

DIRECTV is fluent in international programming, so businesses can choose from a wide variety of foreign-language packages featuring channels from around the globe.



## More everything

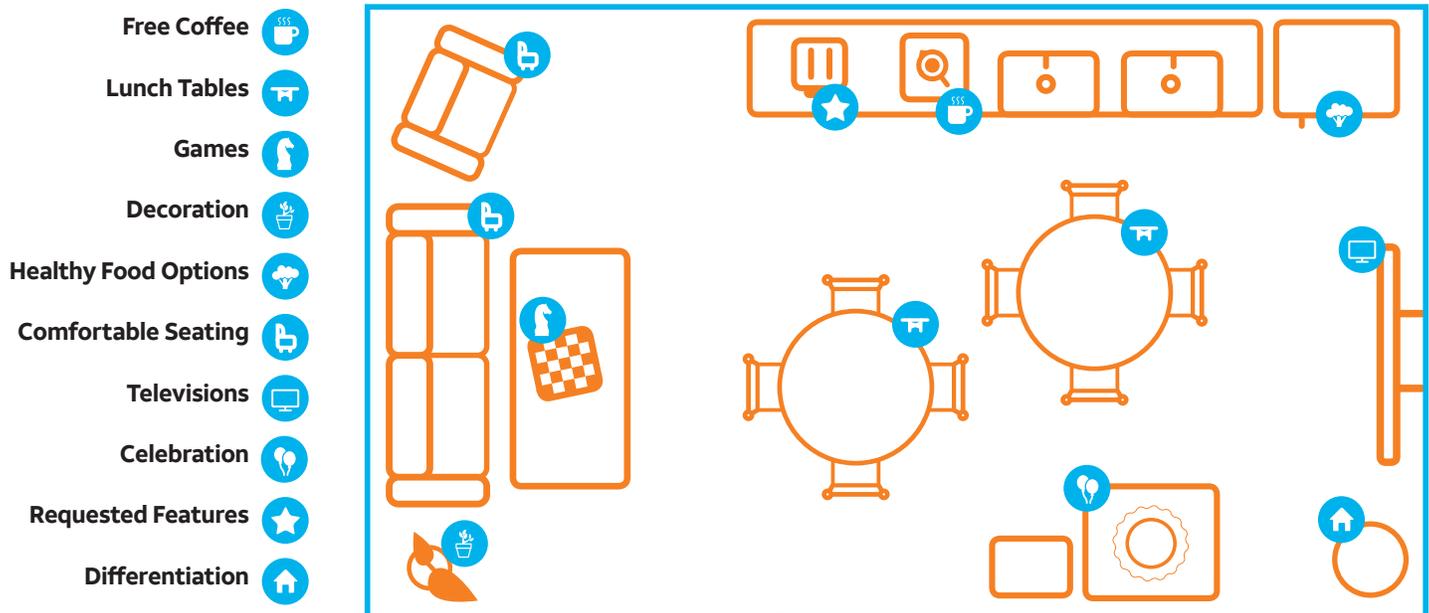
Businesses can go beyond the essentials with a higher-tier package that offers a bigger selection of channels for more news, sports and entertainment.



## 4 PLACES DIRECTV MAKES A DIFFERENCE

- 1 Bring more good times into the breakroom.
- 2 Keep meeting-goers informed in the conference room.
- 3 Enhance the atmosphere in the lobby.
- 4 Add an extra perk to executive offices.

## 10 common essentials in the breakroom of the most successful companies<sup>12</sup>



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