

High Point Innovations Boosts Team Culture with Spirit Week Celebration

Tulsa-based firm uses creativity and fun to drive employee engagement

Tulsa, Oklahoma Aug 11, 2025 ([IssueWire.com](https://www.issuewire.com)) - High Point Innovations brought energy and creativity to the workplace during its recent “Spirit Week,” held at the end of July. The Tulsa-based event marketing firm invited team members to take part in themed dress-up days—including Western Day, Twin Day, Decades Day, and Pajama Day—alongside games and friendly competitions that transformed the office environment.

The purpose behind Spirit Week went far beyond fun. According to leadership, events like these strengthen team bonds, boost morale, and increase motivation—key ingredients in creating a high-performing workplace culture.

“Fun is important as business owners because it keeps everyone locked in and happier to come into work,” said Naomi Britton, co-founder of High Point Innovations. “When people enjoy being here, it shows up in their energy, their collaboration, and their willingness to grow.”

The company also sees Spirit Week as a valuable tool for team development. Research supports the impact of gamified work environments, with one University of Colorado study showing a 48% increase in engagement and a 36% improvement in retention when training includes playful or competitive elements.

For High Point Innovations, the goal is simple: create a space where people feel connected, challenged, and excited to be part of the team.

To learn more, visit www.highpointinnovations.org.

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