

## Building a Culture Your Company Can Be Proud Of

### Today's Conversation:

1. How culture impacts the company's bottom line.
  2. What is workplace culture... really?
  3. Why it really matters.
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### Defining Company Culture:

- **Definition:** The set of shared values, beliefs, behaviors, and practices that characterize an organization or group of people.
  - **Influence:** Leaders heavily influence culture, whether intentionally or unintentionally.
  - **What It Really Means:**
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### Why It's Important:

- **Employee Engagement:** More engaged employees lead to higher productivity.
  - **Retention:** Lower turnover saves costs; the national average cost per hire is \$4,700, but it can be 1.5-3 times the position's salary. Example: If an employee makes \$60,000 per year then it costs an average of \$30,000 - \$45,000 just to replace that employee and roughly \$54,000 - \$120,000 in overall losses to the company.
  - **Profitability:** Companies with engaged employees see an avg 21% increase in profitability.
  - **Revenue:** Prioritizing culture can increase company revenue by 33%.
  - **Innovation:** A supportive culture fosters creativity and innovation.
  - **Brand Image:** Positive culture shapes the company's external reputation.
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### Types of Culture

- **Clan Culture:** Family-like, with a focus on mentoring, nurturing, and "doing things together."
- **Market Culture:** Results-oriented, with a focus on competition, achievement, and "getting the job done."
- **Hierarchy Culture:** Structured and controlled, with a focus on efficiency, stability, and "doing things right."
- **Adhocracy Culture:** Dynamic and entrepreneurial, with a focus on innovation and risk-taking.

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### Challenges in Building Culture:

- Limited time and resources.
- Remote work environments.
- Competing priorities.
- Lack of clear expectations and consistent effort.
- Focus on product and profitability.
- Limited time and resources.
- No admin, ops or HR presence.
- Unclear expectations.
- Low effort and consistency.

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### Indicators of a Toxic Workplace:

- Blaming and shaming.
- High absenteeism and/or turnover
- Poor reputation.
- High turnover.
- Decreased productivity and/or downed sales
- Poor communication.
- Low morale and high burnout
- Cliques and favoritism.
- Unethical behavior.

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### Elements of a Strong Culture:

A healthy culture should include 80% of the following:

- **Mission, Vision, and Values:** Clearly defined and shared.
- **Behaviors and Attitude:** Model the behavior you want to see.
- **Communication:** Consistent and transparent communication.
- **Hiring Right:** Recruit individuals who fit the culture.
- **Connecting People to Purpose:** Ensure work is purpose-driven.
- **Policies and Rituals:** Relevant and meaningful policies.
- **Employee Perks:** Offer flexible working hours, healthcare programs, team-building activities, and access to unique experiences.

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### Mission, Vision & Values:

- **More The Words on A Wall.** Define your company values and belief systems; use these as a measuring tool for all new hires, clients, investors and vendors.
- **Good Ground Zero.** Haven't started the MVV process? Start here.

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## Behaviors and Attitude:

This is truly universal and inexpensive— be the leader you never had and develop leaders you wish you had been or want to be. This looks like:

- Valuing employees as individuals- not just workers.
- Creating opportunities for growth and development within the company.
- Connecting with and viewing team members beyond their job titles.
- Acknowledging work-life Integration. Not work-life balance.
- Increasing your emotional intelligence and demonstrating it in group sessions.
- Random acts of kindness.
- Foster inclusivity and collaboration.

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## Communication:

Again not a financial investment— unless you or your team needs training. This comes in the form of written, verbal and non-verbal communication.

### Ways to solicit feedback:

- Open forum
- Pulse surveys
- Stay Interviews
- Engagement surveys
- Small group

### Ways to deliver feedback:

- Closed forum
- Constructive examples
- Healthy Conflict
- Practice messaging
- Verbal + documented

### Ways to Express Appreciation:

- Incentives
- Shout outs
- Access to Leadership
- **Increased responsibility**

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## Hiring Right:

- **Hire for Cultural Add:** Ask if this person will add to or enhance your company's culture? Involve multiple team members in the process.
- 90% of companies ignore or omit the culture interview and the same 90% terminate employees for cultural disconnect.
- **Planned Onboarding:** Companies with planned onboarding processes have 75% lower turnover rates.

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### Connecting to Purpose:

- **Autonomy, Mastery, Purpose:** Foster a sense of autonomy and purpose in employees.
- **Purpose-Driven Work:** Ensure every task has a clear "why."

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### Setting Standards and Processes:

- **Clear Expectations:** Define expectations, especially in remote work environments.
- **Value Systems:** Consider value systems in standards and processes.

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### Employee Perks:

- **Make it Easy and Relevant.** The perks don't have to be ping pong tables, but they do need to be relevant to the majority of your staff.
- **Money Comes In Different Shades:** Offer flexible hours, healthcare programs, and swag to employees.
- **Access to Experiences:** Provide unique experiences and team-building activities

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### How Leaders Can Strengthen Workplace Culture:

1. **Lead By Example:** Be the leader you never had; act like the employee you want to hire.
2. **Solicit Feedback:** Use anonymous surveys for honest feedback.
3. **Address Negative Behaviors:** Correct poor attitudes immediately.
4. **Recognize Positive Behaviors:** Publicly acknowledge desired behaviors.
5. **Create Functional and Relevant Workspaces:** Ensure workspaces reflect the desired culture. This is particularly important for *remote first* work cultures.

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