

# HOW TO ESTABLISH A STRONG COMPANY CULTURE

A COMPREHENSIVE GUIDE



# ALL ABOUT COMPANY CULTURE

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We've all heard of 'company culture' before. In fact, it's become quite a buzzword in recent years. But what does it really mean? And more importantly, how does it affect your business?

The crux of your organization is your people. So, keeping them happy with positive employee experiences is absolutely key. But where do you start?

We've created this guide in the hope that it will help you shape your company culture into something that your employees, future employees, and customers will love.

In this guide, we'll be taking a deep dive into what strong company culture really is and how to achieve it in a fully remote, hybrid, or in-office environment. If the recent pandemic has taught organizations anything, it's definitely how to cope with sudden change and still make a profit and retain your best talent.

## We'll cover

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1. What Company Culture is and isn't
2. Why is Company Culture important for businesses?
3. Factors that Impact your Company culture
4. Five Steps to build and implement a healthier culture
5. How Juno Journey helps personify & maintain your company culture

# What is Company Culture?

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## Definition

*The shared attitudes, behaviors, and characteristics of an organization and its employees.*

Company culture shows how team members interact with one another. It also showcases the values they hold as a unit. In addition, it's crucial to remember that company culture encompasses various elements like your company vision, mission, leadership styles, values, ethics, goals, and expectations.

Culture is embedded into our daily lives at work – it's all in the conversations we have, the relationships we build, the town hall meetings we run and the dress code we stick to.

## What Company Culture isn't

People often associate organizational culture with things like perks that the company offers its employees. These perks are anything from meal vouchers to in-office entertainment. But company culture is more than just free lunch on a Friday. It's about having a greater belief in particular values and practicing those values in everyday work life.

Good company culture is what attracts others to your organization. It makes people want to be associated with your business and become a part of your team that aims to achieve specific goals.

# Why is company culture important?

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A sense of unity is a core reason why company culture is vital in today's world. ADP Research Institute shared a study that showed that U.S. workers who feel a strong connection with their employer are approximately 75 times more likely to be engaged at work. This shows us that connection is a significant driver of worker engagement.

People want to be associated with others and create positive experiences with their team members. A sense of community is a key component in business.

**Here are some key benefits that can be achieved if you have a flourishing company culture:**

## Revenue Growth

Forbes shared an interesting statistic that workplaces with strong company cultures saw a four times increase in revenue growth. This is a significant figure demonstrating just how vital culture is to any organization.

## Internal Branding

Culture helps your company ensure that its message is consistent. If your culture isn't clear or directional to your team, they won't understand how to approach certain situations with clients, new employees, management, etc.

## Attractive to Top Talent

When you post an opening for a position online, you generally add a blurb about your company, what you stand for, and what sets you apart from other businesses. This all comes back to your culture. It's tough to attract top talent with no culture or bad culture. Once people understand what makes your organization a great place to work, suddenly, you start to attract prospective employees, making the recruitment process much more straightforward.

# More on company culture...

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When your workers enjoy their day-to-day jobs and feel motivated to come to work every day, you start to see an improvement in their work. This is why maintaining a robust and appealing organizational culture is of the utmost importance.

Company culture is more than creating a fun place to be. It is one of many employee retention strategies you can use in your business. Retaining employees starts with building a solid organizational culture with key goals, core values, and inspiring learning experiences.

Once you have reduced your turnover and retained top talent, you can be sure that your company can grow from strength to strength with future employees (trained by motivated and inspiring existing employees, of course).



# Factors that impact your company culture

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## → Your employees' influence on culture

It's vital to understand that every person who works at your organization contributes to defining your culture.

Whether that's through the work they are producing daily, awards they may achieve, or customers they may win.

But most importantly, their attitudes to projects, co-workers, leaders, and customers truly impact your culture.

This is why hiring people who share your company vision and who are eager to shape your company culture for the long run is crucial.

## → Your managers' influence on culture

Your leaders play a significant role in culture – often more vital than people think. They're the bridge between employees and upper management. They are also message conveyors, mentors, and coaches to employees.

Depending on what type of organizational culture you choose to use (adhocracy, clan, hierarchical, or market,) your managers have varied roles to play. But their core contributions to creating a strong culture within the company are:

- Mentoring employees
- Encouraging a positive work/life balance
- Reinforcing company values and existing cultural norms
- Being ambassadors of your culture and spreading it to others

# Additional influences on company culture

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## Your work environment's influence on culture

Work environments have changed drastically over recent years. The COVID-19 pandemic hit faster than any company could forecast, and transitioning to a fully remote workspace was essential. Since then, some companies have chosen to stay remote while others use a hybrid method of partially in-office and partially remote.

**No matter what your work environment looks like, it's imperative that you use it to:**

- Shape your culture
- Share knowledge
- Keep employees empowered and inspired
- Reward employees and recognize good work
- Socialize with fellow employees
- Share your company values

# 5 Steps to build & implement a healthier company culture

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No matter how far down the line you are from building your own company culture, it's essential to know that you can continually expand what you have. There is no time limit on building a culture. It is something your business should feel inspired to do each and every day.

We've broken down five ways to create a healthy and thriving culture here →

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## #1: Know your goals

First things first – know who you are and where you want to go. If you have a mission statement, start there. It's a good idea to get your leaders and stakeholders together to discuss what your core mission and values are. From that, you can jot down a few goals for your management team, employees, and company as a whole.

These goals must be shared with the entire company and continuously referred to when onboarding new employees, at conferences, and performance or annual reviews. It's the living and breathing essence of your culture, so give it the attention it deserves.



## #2: Get leaders involved

People need mentors and role models. Many employees see their leaders as these inspirational roles. So, as a collective leadership group, it's vital that managers get involved in employees' work lives and have engaging conversations with them every few weeks.

These don't have to be formal performance reviews. Instead, make employees feel casual and comfortable enough to chat with leaders about how they feel about work – is everything running smoothly, or are there any challenges they're currently facing?

With advanced onboarding and employee development software, you can easily host information like employee comments, feedback, and understanding of your culture all on one platform. This way, nothing gets lost, and leaders can share data with no fuss.

## #3: Give a great onboarding experience

New employees are excited to become a part of your team and feel involved in your community. So, embrace that!

Give them a customized onboarding process built using interactive quizzes and multi-media experiences (pre-recorded videos, in-person meetings, webinars, etc.). This way, employees can enjoy a pleasant online and in-person onboarding. Online onboarding also allows you to track their progress and ensure they understand all the materials and concepts related to your business and its culture.

In addition to this, you can also do the following activities with workers to help them onboard effectively:

- Have a conversation about your company culture, what you stand for, and how you embrace culture with your team members.
- Assign a co-worker to them to be a resource and companion during onboarding.
- Explain why their role is important in the business and how their work will impact your overall organizational goals.

## #4: Reward and recognize

Employees like to be recognized for good work – no matter their role, experience level, or time at a company. It's vital that recognition happens often so that employees can feel admired and inspired to keep up the effort.

Consider giving written or verbal praises to employees. You can also reward employees for project completions, work anniversaries, or birthdays.

If you want to give awards to multiple employees, here are some ideas for award categories:

- Top Performer of the Month Award
- Employee of the Month Award
- Culture Champion Award
- Social Butterfly Award
- Team Player Award

## #5: Embrace change

The corporate world is constantly changing, and as a leader, it's tough to keep up with such rapid transformations. Remote work, new processes, new legislation, and evolving societal beliefs are all factors that affect a company's way of working and culture.

In order to keep up with these changes, you need to base your culture on timeless principles like:

- Flexibility
- Adaptability
- Accessibility
- Transparency
- Inclusiveness

To be sure that employee experience is positive, use an integrated knowledge-sharing software that will help foster a culture of social learning among team members. Remember, when employees feel included and are contributing to your company values, they are more likely to remain at your organization.

# How Juno Journey helps personify & maintain your company culture!

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Many businesses are still defining their culture – if you're one of them, you're not alone. Culture takes time to build and spread through the company. But if you invest in a practical knowledge sharing and onboarding platform, half your work is done already!

Juno Journey offers a seamlessly integrated platform that helps businesses onboard, develop, and retain employees with ease. Let us help you engage your people with learning opportunities, share knowledge and expertise, and develop their careers all on one platform.

It's time to build a corporate culture that employees relate to, are excited about, and want to grow with you.

Happy planning!

# Juno Journey

Onboard. Train. Develop. Retain

Juno Journey is a learning & development operations platform which allows organizations to build & shape their employees' professional journeys in a personalized way, helping them onboard, train, develop and retain their people automatically and at scale.



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