

A hand is shown from the bottom, holding a small, stylized red rocket ship. The rocket is red with a silver nose cone and a circular window. The background is a light gray with a network diagram of white lines and nodes, and some green and yellow geometric shapes. The text "The Fuel to Skyrocket Your Company Culture" is overlaid in white.

The Fuel to Skyrocket Your Company Culture



CULTURE HAS BECOME A MAJOR BUZZWORD IN RECENT YEARS, BUT UNDERSTANDING JUST WHAT EMPLOYEES ARE LOOKING FOR IN A COMPANY CULTURE CAN BE A COMPLEX ISSUE.

Company culture is unique to every organization, and no two employees have the same priorities when evaluating company culture. Even so, there are a few qualities that nearly every employee and job seeker looks for when evaluating company culture. Today we will examine those priorities, including:

- work-life balance
- providing interesting and challenging work
- accessible leadership
- social responsibility
- training and development
- building a team
- keeping that team staffed

Are you ready to deliver the company culture your employees and prospective employees are looking for?



WHY EMPLOYEES CARE SO MUCH ABOUT CULTURE

“Company culture” isn’t just a feel-good buzzword. Nor is it all about keeping beer in the fridge on Fridays or putting ping pong tables in the common area.

Culture is really the “personality” of the company and it encompasses the organizational mission, expectations and work atmosphere.

Cultivating a strong company culture is about connecting with employees, and it can be the key to unlocking an organization’s growth. Employees and job seekers care about company culture, and many weigh it just as heavily as compensation when considering an employment offer.

Why do employees put so much emphasis on culture?

- A staggering 88% of employees view culture as an indicator of organizational success.¹
- Culture has begun to outpace traditional benefits in terms of importance when weighing job offers.²
- Employees feel they can be more productive and more successful in an organization with the right culture.

¹ <http://www.inc.com/paul-spiegelman/company-culture-matters-to-employees-survey-says.html>

² <https://www.benefitnews.com/opinion/employee-wellness-differentiating-between-fit-and-fit>



BALANCING WORK AND LIFE

Americans are being pulled in a million directions at once, especially among members of the “Sandwich Generation” who are raising children while caring for aging parents and managing a career.

Work-life balance has become more important, especially among millennials, who watched their parents struggle to effectively balance home life and work life.

Work-life balance benefits employees who feel they have the time and the freedom to meet both home and professional obligations, but work-life balance has a big impact on employers, as well:

- **BALANCE INCREASES PRODUCTIVITY:** Employees who feel they have work-life balance work 21% harder than those who do not.³
- **WORK-LIFE BALANCE DECREASES TURNOVER:** A quarter of employees who do not believe they have good balance leave a company within two years.⁴
- **BALANCE DECREASES ABSENTEEISM:** Burned out employees are prone to taking sick days, and unscheduled absenteeism costs the average employer \$3,600 per year per hourly employee.⁵
- **BALANCED EMPLOYEES PROMOTE YOUR BRAND:** Companies that are known for providing their employees with work-life balance have an easier time attracting top talent.



HOW TO BUILD WORK-LIFE BALANCE INTO YOUR COMPANY CULTURE:

- **OFFER FLEXTIME:** Consider allowing employees to work any eight-hour shift between seven a.m. and six p.m.; offer the option to work four 10-hour days and have one day off, etc.
- **ALLOW WORK-FROM-HOME OPTIONS:** Full-time work-from-home options are nice, but not practical. Allowing employees to work from home just two or three times a month can help them feel a stronger sense of balance.
- **ENCOURAGE DISCONNECTION:** When employees take scheduled vacation time, assign a backup to handle their work and inquiries so the vacationing employee can fully disconnect.

³ <http://www.worktolive.info/blog/the-scientific-link-between-work-life-balance-employee-engagement-and-productivity>

⁴ <http://www.hreonline.com/HRE/view/story.jhtml?id=534355359>

⁵ <http://www.forbes.com/sites/investopedia/2013/07/10/the-causes-and-costs-of-absenteeism-in-the-workplace/#c0ad6273bd30>



MAKING “WORK” INTERESTING AND CHALLENGING

With all the buzz around company culture, employee engagement and job satisfaction, it’s easy to forget that employees value the actual work they do each day. In fact, 53% of U.S. and Canadian employees say that “interesting and challenging” work is the number-one reason why they love their workplace.⁶

Most jobs, however, are not “interesting and challenging” every hour of the workday. Employees must suffer through plenty of mind-numbingly boring tasks throughout the week. One way to keep employees feeling energized by their work is to clearly connect their job to the overarching goals of the company.

When employees understand the difference their work makes in the company’s ability to achieve its goals, it can breathe new life into every task.

How to build this into your company culture:

- Make sure every employee understands organizational goals.
- Have managers work closely with their team members to tie individual goals to overarching company goals.
- Managers should celebrate individual milestones and company leaders should celebrate organizational milestones. This acknowledges hard work, keeps morale up and builds momentum.

⁶ http://connect.virginpulse.com/files/Survey_LaborofLove.pdf



MAKING LEADERS ACCESSIBLE TO EVERYONE

Employees want to know that leadership is accessible to them and open to hearing from them. 60% of employees say that employer-employee relationships impact their productivity, and 44% said a strong relationship positively impacts their stress levels.⁷

Employees want to make meaningful contributions, and they can't make those contributions if they feel closed-off from management. When they feel managers are pulling along with them and are an active part of the team, however, they are more likely to go above and beyond to achieve their goals.

HOW TO INCORPORATE ACCESSIBLE LEADERSHIP INTO YOUR COMPANY CULTURE:

- **COMMIT TO OPEN COMMUNICATION:** Relationships are built on communication. Managers and leaders should be open and transparent about business matters, and should solicit input and feedback regularly.
- **SET AN "OPEN-DOOR" POLICY:** Unless managers are working on something confidential, or if they are on the phone, set a policy that office doors should remain open to encourage interaction.
- **COME OUT OF THE TOWER:** Upper management should make rounds throughout the building on a regular basis to interact with employees.

⁷ <https://www.virginpulse.com/press/60-percent-of-workers-say-relationship-with-employer-positively-impacts-focus-and-productivity-virgin-pulse-survey-finds/>



PRIORITIZING SOCIAL RESPONSIBILITY

People want to work for companies that share their values. Businesses are profit-generating entities and most company missions aren't necessarily about changing the world, but that doesn't mean a business can't make a difference in the local community.

Social responsibility is good for business, and it can build the organization's reputation at the local, state or even national level. More importantly, it improves employee engagement. Employees feel good about working for an organization that values giving back and making meaningful contributions, even if their products and services aren't exactly changing the world.

HOW TO INCORPORATE SOCIAL RESPONSIBILITY INTO YOUR COMPANY CULTURE:

- **CROWDSOURCE SUPPORT:** Choose a few worthy organizations and conduct a poll to see which organization(s) your employees would like to get behind.
- **ENCOURAGE VOLUNTEERISM:** Provide one or more days of paid time off for employees to volunteer in the community, either as a group or individually.
- **ENCOURAGE PHILANTHROPY:** Offer matching donations for employee contributions to charity.
- **MAKE GIVING A FRIENDLY COMPETITION:** Make things like a canned food drive, clothing drive, blanket drive, cash fundraiser, etc., friendly competitions between departments.



INVESTING IN TRAINING AND DEVELOPMENT

The typical performance review asks employees to state their five-year goal within the organization, but how many companies actually help their employees achieve that goal? Investing in the growth and development of employees builds engagement, keeps people feeling energized and shows the company values the long-term contributions of their team members.

Helping employees grow their skills, learn more about their job and the industry in which they work, and take the next step in their careers helps build the internal talent bench.

HOW TO INCORPORATE CAREER DEVELOPMENT INTO YOUR COMPANY CULTURE:

- **SHOW THE PATH FOR ADVANCEMENT:** Publish the minimum requirements for each position within the company so employees can see the milestones required to take the next step.
- **OFFER TUITION REIMBURSEMENT:** Going back to school isn't cheap. Tuition reimbursement programs help ease the financial burden of earning a new degree, builds good will and improves retention.
- **PROVIDE ON-THE-JOB TRAINING:** Allow cross-training and provide company-sponsored, instructor-led training on new skills.



CREATING A COLLABORATIVE ENVIRONMENT

The key to success is to be certain everyone is pulling in the same direction. Collaborative groups are more creative, they innovate more and they are more productive, but teamwork is nearly impossible if employees don't really know or trust their colleagues.

Encouraging and facilitating team-building activities can help break down barriers while improving morale and productivity as they get to know more about the people they work with and establish multi-faceted relationships with them.

WAYS TO INCORPORATE TEAM BUILDING INTO YOUR COMPANY CULTURE:

- **SPONSOR COMPANY EVENTS:** Plan annual picnics, parties, dinners or group outings.
- **ENCOURAGE SOCIALIZATION AFTER WORK:** Once a quarter, host a happy hour at a nearby watering hole.
- **FORM COMPANY SPORTS TEAMS:** Every city and town offers adult recreational athletic leagues. Survey employees to see what they'd be interested in and form a team or teams. On game nights, encourage people to come out and cheer.
- **LITERALLY KNOCK DOWN WALLS:** Consider taking the walls off your cubicles and creating an open floor plan to encourage natural collaboration during the day.

KEEP YOUR WORKFORCE HUMMING

As you work to build a strong company culture, you may need some support. Turnover, open positions and misaligned staff can have a negative impact on company morale.

If you are concerned about keeping productivity and morale high while you build your culture, it helps to work with a staffing expert to build a long-term strategy that ensures success while guaranteeing you always have access to the talented people you need to maintain productivity.

The expert recruiters at PrideStaff can help keep you focused on growing your organization and building a culture while we build your workforce. Our team will work closely with you to understand your needs as well as your company culture to ensure the strongest candidate match.

Together we can create a strategy for you that will:

- Reduce personnel expenses
- Reduce unemployment liability
- Control benefit costs
- Meet project deadlines
- Minimize employment risks
- Manage resource constraints
- Stay focused on top priorities
- Avoid hiring mistakes
- Reduce turnover
- Improve morale
- Improve profitability

IF YOU ARE READY TO LEARN MORE ABOUT THE WAYS IN WHICH PRIDESTAFF CAN HELP YOUR ORGANIZATION ACHIEVE ITS GOALS, [CONTACT US TODAY.](#)

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