

### What is Company culture and why is it important?

Company Culture is the key to business success. It shapes attitudes and behaviours within an organisation. A healthy culture focuses on keeping both employees and customers happy. The better the Company culture, the better people will perform.

Wikipedia defines organisational culture as comprising several features, including a shared "pattern of basic assumptions" which group members have acquired over time as they learn to successfully cope with internal and external organisationally relevant problems.

### How do you spot bad Company culture?

- ✓ No defined core values
- ✓ Managers don't follow the core values
- ✓ A high rate of turnover
- ✓ A bad company reputation
- ✓ Employees are often absent
- ✓ A large amount of office gossip
- ✓ Unfriendly competition between employees
- ✓ Employees aren't acknowledged or rewarded
- ✓ Employees who don't take lunch breaks, or regularly work nights and/or weekends

There are several values to company culture. These values determine how healthy and how well a company thrives

- ✓ Wellbeing
- ✓ Communication
- ✓ Operations
- ✓ Recognition
- ✓ Pay
- ✓ Benefits
- ✓ Environment
- ✓ Development
- ✓ Leadership
- ✓ Trustworthiness
- ✓ Fairness
- ✓ Teamwork

### Key benefits

- ✓ Increased employee retention
- ✓ Better company image
- ✓ Increase efficiency
- ✓ Improved teamwork
- ✓ Employee loyalty
- ✓ Job satisfaction
- ✓ Employee morale
- ✓ Less stress

### Improving Company culture

- ✓ Measure employee engagement
- ✓ Dress up Fridays
- ✓ Weekly management/staff meetings
- ✓ Establish core value
- ✓ Offer career paths
- ✓ Show employees their future
- ✓ Encourage competition
- ✓ Encourage teamwork
- ✓ Encourage positivity
- ✓ Encourage socials
- ✓ Brainstorming sessions
- ✓ Make company vision visible
- ✓ Share Knowledge
- ✓ Flexible working
- ✓ Emphasis on employee wellness

The biggest mistake organisations make is letting their workplace culture form naturally.

Company culture has to start from the top, by the leaders making the culture changes, communicating to your staff and explaining the changes that the organisation is planning to take.

Changing a company culture will be difficult and will need to be planned and implemented without rushing. Do not make all the changes at once, and phase in the new changes slowly to give people time to adapt.

Don't expect that staff will automatically buy into your corporate culture even after it's been implemented and established.