



Occupop's Comprehensive Guide:

Create a
Winning
**Company
Culture**



Introduction

Create a Winning Company Culture

A strong company culture is essential for attracting and retaining top talent. It is also directly linked to higher employee engagement, as well as lower turnover. In fact, **employees that are engaged** with their company culture are **59% less likely to look for a new job in the next 12 months**, according to a **Gallup** study.

Creating a successful company culture is all about making employees feel valued. However, it takes more than good compensation and perks to establish a culture that current employees want to talk about and potential employees want to join.

Our comprehensive guide will help you achieve a successful company culture by:

- ✓ Centring your culture around your mission & values
- ✓ Leading by example
- ✓ Always communicating
- ✓ Hiring for culture add
- ✓ Focusing on team collaboration
- ✓ Prioritising holistic well-being
- ✓ Utilising social & professional networks
- ✓ Perfecting your careers page

Center your Culture Around your Mission & Values

It is vital to create a culture that is felt and known by all employees. A company should actively encourage employees to embody company values in every interaction, with each other and your customers. It's hugely important for employees to understand and embrace the values of a company as it gives a sense of belonging, purpose and working towards a common goal.

According to **Forbes**, this generation of **workers want to feel fulfilled** and empowered that their work is making a real impact, **more than they want a higher paycheck**. This means that they will choose a company culture that creates a sense of purpose and reflects this purpose into their perks over one that has unclear or opposing values, even if it is higher paid.

Modern companies are appealing to this younger generation through community involvement, flexible scheduling and work-life balance. **For example:**

Sweetgreen offers employees opportunities to get involved with community impact projects. The company recently partnered with the **LA Food Policy Council** to revive a local family-run grocery market. A website development firm, on the other hand, names the phrase "You Are Unique" as one of their main values, and as a perk they give every employee a paid day off on their birthday to celebrate their individual uniqueness.



Lead by Example

According to **Silicon Republic**, good company culture trickles down from the top of the organisation. In order for your employees to engage with, and believe in your company culture, **managers, leaders and CEOs must be the first people to demonstrate a positive culture in the workplace.**

Whatever unique values or mission your company culture is aligned with, your leaders should demonstrate it with every action and behavior in the workplace. For example:



If your company culture is founded on creativity,

your managers should be leading brainstorming sessions and generating creative projects or outlets for your team.



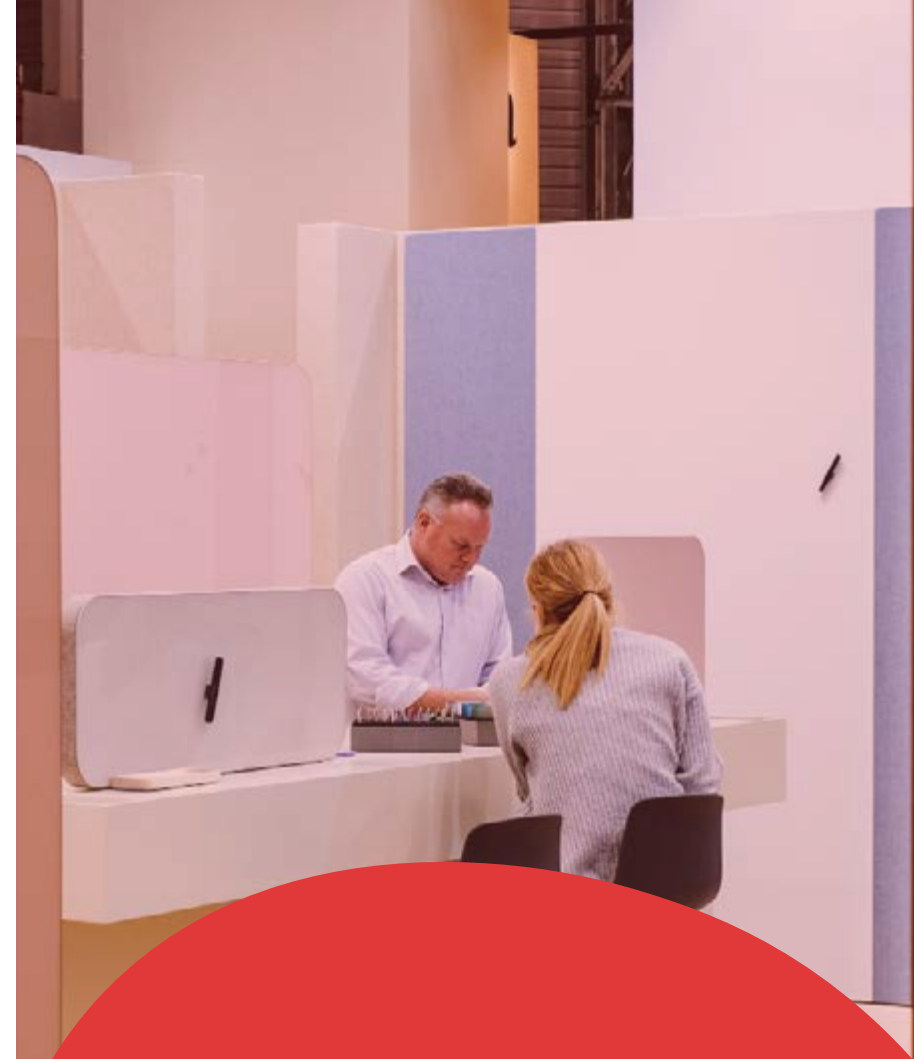
If your company culture is founded on health and wellness,

your leaders should be organising group based health-centric activities and promoting workplace wellness programmes.



If your company culture is founded on work-life balance,

your supervisors should take their annual holidays and email team members only during work hours.



Erik Severinghaus, AVP of **DocuSign**, which has a company culture that values hard work and respect says, “I try to work harder than anyone else, never be too good to do the jobs that no one wants to do, and most importantly treat everyone with honesty and respect.”

Always Communicate

In order to ensure your company's culture is attractive to both current and potential employees, **communication is key**.

As **Derek Flanzraich**, the CEO and founder of **Greatest**, says, "Each morning, we get together for the only mandatory part of our schedule: the morning meeting. We go around answering first what we're most excited about doing that day, and then secondly we ask a silly question....It's a refreshing way to start the day and laugh a lot (one of our core values)."

When promoting your company culture, it's essential to **create time and space to listen to what your employees want most in their workplace environment**. It's also important to align the values of your company culture with those on your team.

Implement a regular feedback strategy, both giving and receiving, with:

- ✓ Weekly breakfast briefings
- ✓ Quick morning updates
- ✓ Communal message boards that are updated daily

A member of your HR team should also schedule frequent individual check-ins or surveys to ensure that your company culture suits not just some, but all of your employees. Don't be afraid to embrace the diverse ideas and backgrounds of your team, as this will lead to a more open, inviting and innovative company culture.






Hire for Culture Add

At the core of every company culture is its people. Companies with great cultures recognise that a range of personalities and characteristics enhances this culture. It is important to remember you are looking for individuals to 'add' not 'fit' into your culture. Variety in employees will bring diversity to your workplace, resulting in improved innovation and collaboration.

Before kicking off your hiring process, it's important you properly define what it is your company and teams need, outlining the individual personality traits required to succeed and add value.



Focusing on culture add throughout the entire process will help you find and hire the diverse range of individuals you are looking for. You can do this by:

-  Analysing your current teams and identifying gaps.
-  Including your company mission and values in your job description.
-  Outlining the soft skills as well as the hard skills you are looking for.
-  Implementing the use of psychometric testing which looks at the whole individual.
-  Creating interview scorecards that include culture add questions.




Focus On Team Collaboration

Fostering workplace relationships, giving employees something to look forward to and ensuring that people's voices are heard and valued are proven ways to increase happiness and, thus, improve your culture.

CultureIQ found that **employees rated their company's qualities, including collaboration, 20% higher when they worked at a company with a strong culture.** Companies that are often associated with their employee culture, such as **Google** and **Apple**, purposefully create spaces of collaboration for their employees, therefore promoting and actively encouraging collaboration.



To foster more organic collaboration in your workplace, implement these proven strategies:

-  **Utilise online platforms like Slack**, where employees can communicate with each other and more senior management. This is also where they can communicate on projects and workplace decisions.
-  **Create a space in your office where employees can relax and mingle.** The company **Empower** created a centralised coffee spot on their first floor where employees from every department could meet and get to know one another.
-  **Plan a monthly or quarterly group activity** where employees can do something interactive together. The main consideration when planning these activities is what your staff actually like to do and it is varied enough to accommodate different tastes.

Prioritise Holistic Well-Being

As stress and mental health become a more prominent issue in the modern workplace, companies are creating wellness programmes that target more than just physical health in order to keep their employees engaged and attract the best talent.

Below is a list of some of the well-being ideas that consider different employees concerns:

- ♥ Discounts for healthy meals at home
- ♥ Financial wellness and advisory consultation
- ♥ Volunteer opportunities with charitable organisations
- ♥ Discounts on meditation apps



Utilise Social Media

In this digital world, **your social media presence is one of the best tools at your disposal** when implementing and promoting your company culture.

Your social media pages should accurately and positively reflect the overall culture of your organisation. Use this checklist in order to successfully promote your company culture on social media:



Share posts about the achievements and activities of your team.

Emphasise visual content that supports your culture, such as videos from company events and behind-the-scenes photos of your team carrying out their daily activities.



Encourage your employees to connect with your company on social media. Invite them to share, like or comment on your posts



Get creative with social media initiatives. Consider allowing an employee take over your Twitter or Instagram account for a day-in-the-life campaign, or create your own hashtag that allows other people in your industry to interact with your company.



Ensure that you stay current with the social media platforms you use. The digital world is

constantly changing, and you want your social media strategy to evolve in a way that aligns with your unique culture, whether that means focusing on LinkedIn blogs or Instagram stories.



Create a consistent and streamlined posting strategy.

You should be posting on various platforms a few times a week, and you want each of your posts to reflect your company culture in a recognisable way.

Perfect Your Careers Page

Along with social media, **your company careers page is the perfect platform to promote your company culture.**

Dedicate a generous section of your careers page to explaining and demonstrating your company culture and use this page to explain how your company mission and values align with your daily work environment. You should **focus on what makes your company culture unique**, such as your in-depth development opportunities or your creative work environment.



Promote your company culture on your careers page in the following ways:

- ✓ **Post engaging images and videos** that provide a window into daily life at your workplace.
- ✓ **Create a company blog** that describes how you incorporate your organisation's values into your company culture.
- ✓ **Display employee spotlights** that introduce and show appreciation for your team members.
- ✓ **Publish a culture code** that clearly outlines what makes your work environment unique.
- ✓ **Outline the employee perks and benefits** that make your company culture appealing and unique.

Key Takeaways

1. Your company mission and values are at the core of your culture.
2. Culture should be embraced and communicated by everyone in your organisation, particularly company leaders.
3. Think culture add, not fit.
4. Happy teams result in better productivity, innovation and culture. Ensure there is balance and diversity.
5. Employee wellness is not just a company-wide approach, it should be created around individual employee needs.



Bonus Tips!

- 🗨 Hire a culture executive i.e. someone designated to manage company culture.
- 🗨 Carry out regular surveys to understand how your culture is perceived. **Peakon** offers a great continuous survey model and that takes into account your company values.
- 🗨 Invest in employee engagement & wellness technology like **Glint** or **Wrkit** to track your strategies.
- 🗨 Offer paid leave or rewards to those who embody your company culture best.
- 🗨 Hold 'culture days' with your entire company, reinforcing the importance of your company culture and brainstorming on ways to make it better.

About Us

On a numbers scale, a good company culture increases revenue growth, improves retention rates and helps companies hire the best candidates. On a human scale, it does so much more, from fostering collaboration and work relationships to giving employees a sense of purpose.

Occupop is a recruitment software built with your hiring needs in mind. With the help of AI technology, Occupop increases job exposure and removes recruitment admin, resulting in a reduced time-to-hire, improved hiring team collaboration and an enhanced candidate experience.

Book a consultation with one of our recruitment experts today and see how we can help you hire the best people for your business.

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Hire the Best People Build the Best Teams

