WayUp

Which Type Of Company Culture Do You Have— And How Do You Hire For It?

Company Culture 101

THERE'S A NATURAL DESIRE to see how your organization's culture stacks up against other businesses. But remember this: Your company isn't trying to replicate another environment. It's unique—and that's okay! Start instead by answering the following question: How do you discern whether applicants are the right candidates for *your* company culture?

There are two prevailing types of company cultures: autonomous and collaborative. The former requires new employees to hit the ground running, while the latter provides a lot of guidance and structural support. Both environments have their pros and cons, and different kinds of people excel in each.

That's why it's so important to know how to hire for your unique culture. This guide will help you do just that.

The Universal Challenge Of Hiring For Company Culture

THERE'S NOTHING UNIQUE about hiring candidates who would enhance your culture, but the challenge lies in how to recognize applicants who are right for your organization**.** It's critical throughout the hiring process to properly convey what your company culture is like, what your values are, and what commonalities unite your people. There are consequences when you fail to do so: According to Gallup, replacing an individual employee can cost between one-half to two times their annual salary.

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What If You Have A 'Particular' Company Culture?

THERE ARE SOME CULTURES that can't be classified under the autonomous-collaborative binary. And you may have one that's quite particular—from certain management styles to work-life balance. The point is, you can *still* find top talent who would thrive in your environment.

Here's how:

- **Be transparent about your culture.** You want to provide candidates with all the information they need to make an informed decision.

- **Target ambitious candidates.** Your organization needs employees who thrive in your environment and want the opportunity to accelerate their career trajectory.

- **Ask the right questions.** Be really thoughtful about the questions you pose to candidates. Open-ended questions, for example, can prompt revealing answers that give you a deeper understanding of the person and their motivations.

The main takeaway? It's entirely possible to hire people who'd excel in your company culture—no matter how distinctive it is.

It Takes A Village To Sell Your Company Culture

THINK IT'S ONLY your recruiting team's job to sell your company culture? Think again.

Every employee at your organization should be an ambassador of the business. Create employer branding content that spotlights your workforce and their personal stories and empower them to share their experiences. Just make sure they're approaching it with the right mindset and under the correct framework. That means they need to be able to articulate the following:

- What is your culture and what three words best describe it?
- What are your company's wins (what accomplishments does your organization celebrate)?
- What are your company's challenges?
- Who excels in your environment—and who struggles to adjust?

Strong Employer Branding Will Have A Quantifiable—And Transformative—Impact

EMPLOYER BRANDING is an invaluable recruitment tool that can have a profound impact on your ability to engage, hire, and retain top talent. Here are some ways you can harness the power of employer branding in your recruitment strategy:

• Identify standout employees who represent various aspects of your company culture and highlight their personal stories with articles, videos, and other multimedia.

• Create content to share with candidates spotlighting perks and benefits, your mission and values, and other important and relevant information.

But you're not finished once you've developed content. The key is distribution. (That's just marketing speak for promoting your content to the right audience at the right time.) Think about how, when, and to whom you should send your engaging employer branding content.

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How To Interview For Company Culture Fit—The Right Way

DURING INTERVIEWS, your team needs to ask discerning questions that don't lead the candidate toward a certain response.

Here's how you can achieve that delicate balance for your unique culture:

AUTONOMOUS	COLLABORATIVE
IDEAL CANDIDATE TRAITS Curious, Analytical, Logical, Self-Motivated, and Strong Research Skills	**IDEAL CANDIDATE TRAITS** Strong Communication Skills, Adaptable, Open-Mindedness, Humility, and Detail-Oriented
QUESTIONS Describe a new project when you were given little or no direction. How did you proceed and what was the end result? What was the most challenging project you've ever worked on and why? Let's say we tasked you with opening a new office location. Describe how you would approach the problem.	**QUESTIONS** Describe what you view your role as in meetings. Tell me about a time when you had to give difficult feedback to a co-worker/team member. How did you do it? You're asked to collaborate on a project with five colleagues you've only tangentially worked with before. How do you proceed?

Check In To Continually Gauge Employee Satisfaction And Engagement

YOUR COMPANY CULTURE doesn't exist in a vacuum. To understand it, you need to routinely assess (and reassess!) what it is and how it's evolving.

There are several ways to do this:

Perform company-wide engagement surveys at least twice per year. Two platforms that give you data-driven insights: Culture Amp and Lattice.

Provide town hall meetings for employees to speak freely and ask questions. To encourage employee participation, create a platform that allows them to anonymously submit questions.

Hold company-wide all-hands meetings so senior leaders and executives can share the company's goals, mission, and other important updates.

Remember this: Your company culture isn't the same as Google's—and that's perfectly fine! There is, after all, no one-size-fits-all solution. To hire and retain top culture fits, focus on building your employer brand, creating engaging content, and fine-tuning your interview process. The results will speak for themselves.

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About WayUp

WAYUP ENABLES TOP EMPLOYERS—from startups to Fortune 500s—to attract and hire diverse early-career talent. WayUp's flagship product offering—Source, Screen & Coach—pre-screens every application instantaneously and ensures all qualified applicants receive a phone screen and soft-skills feedback within 24 hours, driving 2X faster hiring while cutting cost-per-hire in half.

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