

10 Ways To Keep Remote Work From Killing Your Company Culture

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From our start, Vers was established as a creative agency that hires talent from anywhere in the United States. Designed as a remote work environment by choice, we know the many pros and cons of the work-from-home model.

If you lead a remote team, you're probably looking for ways to foster a healthy work culture that celebrates hard work while promoting team building and comradery.

It may be time to press pause for a moment on your deadlines and take time to connect. Here are 10 ways our team takes time out to invest in our culture.

GIF THE LOVE

Create gifs or animated shorts of each other based on your favorite music videos or movies. Not that creative? End the week by sharing existing gifs that remind you of each other based on the previous week. We use Slack for our online communication.

We wanted our project manager to know how much we missed her while she was on vacation, so our content strategist threw this short video together to welcome her back.

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MURAL MORALE

Collaborative art boosts team morale! If you have a main office space or place with a feature wall, have your team create a mural. Get in a virtual meeting room, set some artistic parameters, and have each person on the team paint a section of what will become a large mural in an inspiring space.

Vers has started implementing monthly [Studio Days](#)—a chance to shut down our client-work and collaboratively create art for the sake of art. The time has helped our team develop a healthier, more creative culture.

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PRANKS A LOT

Don't take yourselves too seriously. Humor is a great team adhesive. Keep office pranks and goofs alive in meetings and communication.

One time, we logged into our virtual meeting room to find a client who never logged out of a previous meeting. "Who's Bruce?" we wondered. A few days later, our copywriter switched her name to Bruce and laughed as the team entered and thought, "No way! Bruce is here again?" It was a great practical joke that still gets repeated. Just make sure you change your name back, because our Director of Operations changed his name to "Jason is Late" for a team joke, but then accidentally entered a client meeting that way. Oops!

ANNUAL RECOGNITION

Roll out the virtual red carpet and host a yearly awards show for your team. Theme your awards based on your company values and make them as serious or funny as your team's personality.

Vers hosts the annual Humbly Awards for our team. The awards are typically humorous and reminiscent of things that happened over the last year. While we start with something funny, we are sure to recognize our team's gifts and talents.

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GAMETIME

Break for 20 minutes to play a game together. It's a great way to start a Monday or end a Friday. [Jackbox Games](#) has online games to play together virtually, or you can make up your own games.

We recently played a game we called "What Would Georgia Say?" One person threw out a category. Then, each team member had 60 seconds to frantically make a list of words associated with that category that they thought our project manager Georgia would say. Points were given when words matched those on Georgia's list.

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LET'S DO COFFEE!

Encourage your team members to schedule 30-minutes with each other to meet one-on-one in a virtual room and NOT talk about work. It's simply meeting up for coffee and time to find out what's happening in each other's lives. Let it be on company time because the comradery that is formed will be valuable to the health of your team.

We like coffee time so much that we started holding some coffee time gatherings for anyone on the team who wanted to meet for coffee on a Friday morning before work. We love being together--even when there are hundreds of miles between us.

BACK ALLEY CHANNELS

Open online communication channels for conversations that aren't work-related. Let your team lead you based on their interests.

At Vers, we have "Back Alley Channels" in Slack for things like a "NerdTalk"--a channel where our company gamers can chat about the latest Fortnite update. There's also a "Beefcakes" channel where our CrossFit hulks brag about their latest work out.

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SEND THE PARTY

There's something incredible about transitioning from the remote world to the physical. Surprise your team by coordinating a timely delivery. Get creative!

For our Humbly Awards last year, doorbells rang 30 minutes before the meeting. We had each team member's favorite pizza delivered to their home so we could share in a pizza party during the awards show. At Christmast ime, we sent everyone crazy Christmas hats from Amazon. We had everyone open them at the beginning of our online Christmas party and wear them throughout our time together.

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COMPANY SWAG

What does your team love? Turn it into company swag and mail it out to everyone on the team.

*PRO-TIP: Don't skimp on the cost. If your merch is high quality it will get 5x more use and be way more valuable to both your team and your brand. Your swag needs to "spark joy" lest it gets discarded in next spring's "Kondo Cleanout."

There's unity when we all show up to meetings drinking from our Vers Yeti cups or wearing our LuLu Lemon Vers shirts. It's one more thing that connects our team to each other and our brand.

CULTURE MATTERS

Culture matters when it comes to connecting. Try to meet together for a company in-person retreat once a year. Also, bring team members together in small groups to share their home location with each other. It can be like a working vacation.

When our team members travel to each other's states we aim to show each other the coolest cultural spots in our hometown. We eat at the locally-owned restaurants, go to local events, and experience what living your best life is like in other locations.

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