

The Shape of Work Community wisdom

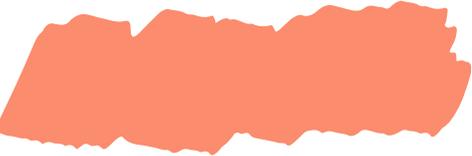


HR INSIGHTS:

Curated from our AMA Session #2



Employee stories & Showcasing Brand Culture



1. How can one ensure the employee stories that are put out are authentic? Does the importance or work culture influence a certain demographic more than others?
2. What are some of the creative ways in which you've helped brands show their culture in the past that have helped them increase the quality of applications?





Your brand is what people say about you when no one's watching. If employees say good things about the brand behind their back, then I'd say it's an authentic brand and they walk the walk. ***Word-of-mouth can spread like wildfire.***

- If narratives on SM and Glassdoor match, then there's a high likelihood that it's an authentic brand in terms of great culture.



VS





With the very nature of jobs changing, old school carrot and stick approaches don't work anymore.

- IMO, the needs of the **younger workforce (millennials, get Z and Zoomers)** have dramatically changed compared to Gen X and boomers.
- **The newer workforce** emphasises on culture much more than the older generation.
- **Knowledge workers prioritise culture above anything else.** Gone are the days when employees worked in a sweat shop where number of hours worked depicted their productivity.





1. Millennials and Gen Z don't just work for a pay check, ***they want a purpose.***
2. Millennials and Gen Z don't want a manager who fixates on their weaknesses, they want to be known for their ***strengths.***
3. Millennials and Gen Z don't want bosses, ***they want coaches.***
4. Millennials and Gen Z are no longer pursuing job satisfaction, they are ***pursuing development.***
5. Millennials and Gen Z don't want annual reviews, ***they want ongoing conversations.***
6. For millennials and Gen Z, a job is no longer just a job, ***it's their life.***



Showcasing brand culture

- **Being authentic:** No SM posts, or gimmicks will help if the reality vs persona don't match. It's pivotal that your senior leadership has 100% buy in, otherwise, it just becomes an HR agenda.
- **Employee visibility:** It's good to go refer back to *Maslow's Hierarchy of Needs here*. The current demographic wants to feel "**belonged**" and focus a lot on "**self esteem**" needs. *Employee testimonials, a day in the employee's life, celebrating milestones* and sharing on SM platforms are some good ways to depict culture and encourage good talent to apply.
- **Interview experience:** *Providing exceptional interview experience even if the person gets rejected* is one way to depict good culture. Responding people on time, being honest on why they were rejected and giving them *growth feedback* are some ways to show your values as an organisation.

Leave Usage & Work-Life Balance



Rohan

Hi [redacted] thank you for doing this AMA session. I want to ask a few questions:

- How do we ensure employees are **not over working?** Do we put the foot down and ask them to stop? Some of it is business requirements and can't be ignored in emergencies. Can we link this to the leave usage as well - how can you **encourage leave usage?**
- How do you manage **laptops for the remote?** Fix a budget and ask people to buy? Or you buy and ship? Then what about repairs?





- If your organization is such that focuses on employee well-being (**like Pixar, Zappos, Patagonia**) then you need to **celebrate that**.
- Let clients know that we don't work on off days or **give it a human touch** like "In India, Diwali is an important festival and we make sure that our employees enjoy their off time with their family and friends, so expect a delay in response"
- In today's age, clients understand and many even appreciate that the organization focuses on **employee well-being**.



If messages aren't expected to be responded urgently, leaders can always drop a PS that ***"you can respond on Monday or on a working day, it's not urgent"***. Small things and way of communication can help a long way.

As leaders, we have to ***build a culture where people can take offs unapologetically***. Ultimately, culture is linked to your strategy hence, leaders and founders gotta be clear on their strategic goals and then work on culture.





1v1s



Dhristi Shah

What do you think about 1v1s?

How do you ensure managers do them regularly?





1 on 1s are a must for every manager to connect with their team members. The key here is ***'empathy'***. Leaders of the 21st century have to focus on individualisation as there are no cookie cutter solutions anymore.

You can always help managers with a template of sorts that they can use to do 1 on 1s.

1v1s Template



- **What are you working on this week?**
- **What's going well?**
- **How can I help?**

Engaging Communication for Remote Employees



Hi [redacted] Thanks a lot for doing this AMA session.

We are trying to make our policies a bit more **interactive and accessible** and want to avoid the email stating: "Here's your updated policies, end of message".

Can you suggest some ideas on how we can make this interesting, engaging and fun for our employees virtually?





Hi  Thank you for your question.

You can design carousel posts using Canva. You can also use examples or comic style conversations highlighting FAQs in a particular policy.

If your team is comfy with facing the camera, you can also create short videos highlighting the policies.



AMAs & Hybrid work



[TSOW] Nisha Kumari

Hi [REDACTED],

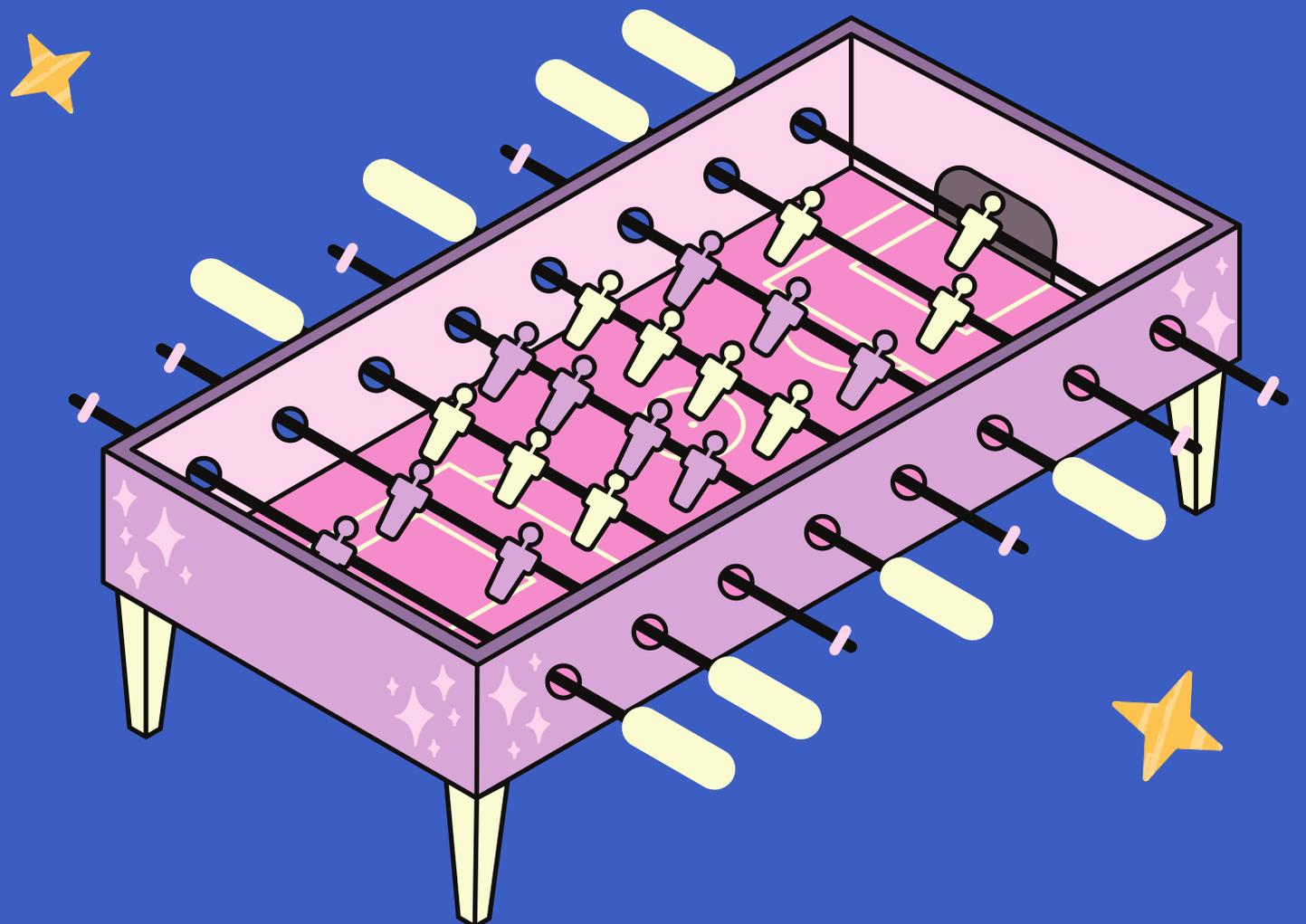
Thank you for taking your time out to share your knowledge with us today. Appreciate it! Here are some of my questions:

- How can you encourage the management to conduct AMAs frequently?
- What's a good policy for hybrid? 3 day? fixed 3 days or up to employees
- Should you incentivize back to work? If so, how?





Culture is not foosball table, or free beers on the house, or pets at workplace or Friday fun parties. Culture is much deeper. *It's about "how" you get things done, "how" people communicate, "how" people take decisions etc.*

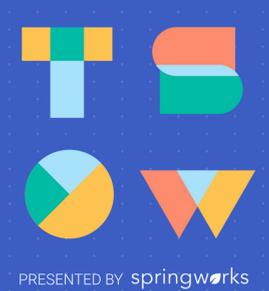




- Second, you can link AMAs to learning events like ***'Dialogues with Leaders'*** or ***'Challenge the CEO'*** - the idea is to create a ***psychologically safe environment*** so that people can freely ask tough questions.
- Only the workplaces that provide psychological safety can thrive in the 21st century as more organizations rely on innovative products and services and ***innovation can only happen in psychologically safe environments.***



Hybrid vs Remote vs In-person



This debate is going on from many months now and this is relatively a new trend and let's be honest, none of us know the definitive model that will work the best, especially in the long term.



For the first time ever, employees have ***more power than the employers.***



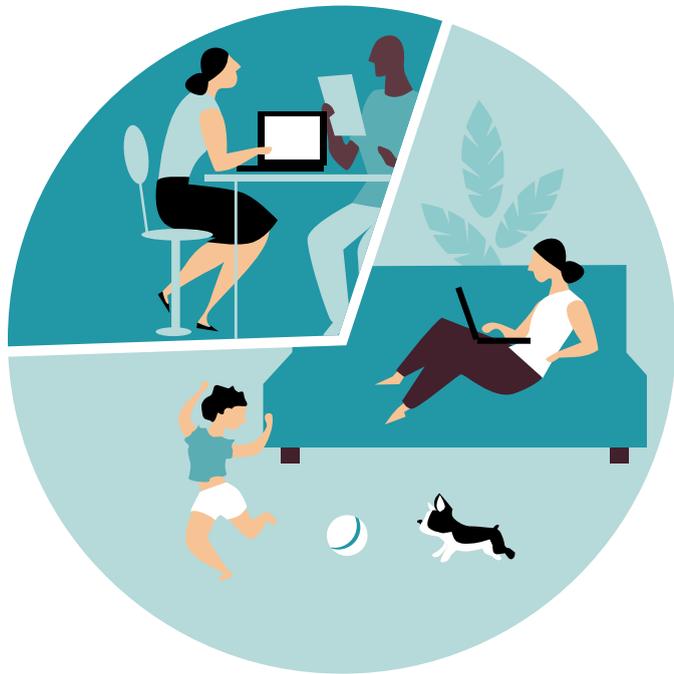
When Amazon declared people to come to office 3 days a week, there was a huge pushback. People refused. Many high performers left the jobs! And ultimately Amazon had to put their foot down and offered flexibility and let teams decide what's best for them.

Hence, looking at all these trends,

The future of work is more and more flexible,
human and focused on individuation.



PRESENTED BY springworks



Truly great bosses know that the quality of work depends on quality of life.

I think it's ***not a great idea*** to incentivise people to get back to work. This will give out a message that productivity / promotions / good appraisals can only happen when you come to the office.

Good bosses know ***reputation isn't a proxy for results.*** They reward performance over presence.

They offer flexibility as a right, not a reward.

We discuss topics like these in our
free Slack Community-



Want to join in?

[CLICK HERE](#)