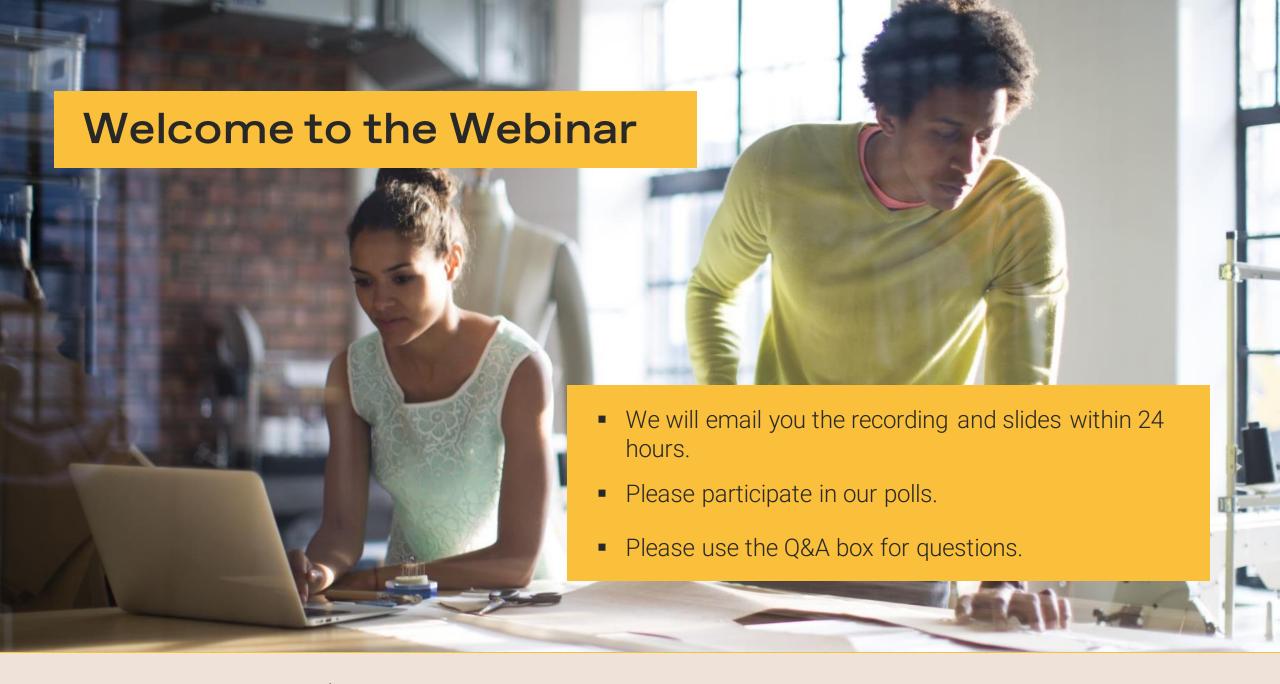# How to Build a Great Workplace Culture

Presented by Sarah B., PHR

June 16, 2022

Welcome to the Webinar

- We will email you the recording and slides within 24 hours.

- Please participate in our polls.

- Please use the Q&A box for questions.

Agenda

- Define culture

- Identify your culture

- Evaluate your culture

- Improve your culture

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Defining Culture

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What is culture, anyway?

Culture consists of the rules, traditions, and personalities of an organization.

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Rules

- Beliefs, norms, values, and attitudes that have the been translated into expectations, policies, and procedures
- Some require behavior; some just encourage it
- Inform the way people act, interact, and relate to each other

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Traditions

- Ongoing and recurring practices

- They give people the means to interact and form relationships

- People identify with and relate to their organization through its traditions

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Traditions have staying power.

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Personalities

- Employees' distinct traits and free choices that affect the culture

- Culture changes as people come and go

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Cultures Vary. That's Okay.

- No one-size-fits-all culture

- Different people mean different cultures

- Rules and traditions working well in one place may work poorly in another

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How to Create or Change a Culture

- Establish new rules and traditions

- Reform existing rules and traditions

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Identifying Your Culture

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Identify Your Rules and Traditions

- What are your rules and traditions?

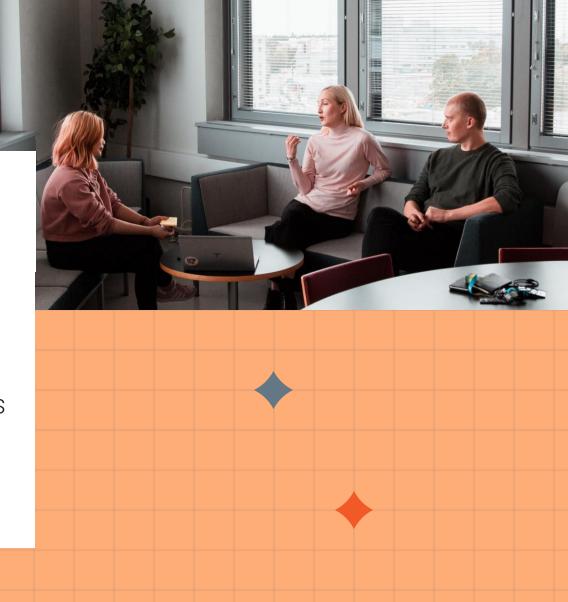- What sort of behaviors and professional relationships do these rules and traditions encourage?

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Questions to Ask

- Do people trust and respect one another?
- How do they communicate?
- How do teams and departments collaborate and share their ideas?
- How do people generally respond to change?
- Do you host events throughout the year? Do people attend and enjoy them?
- What are meetings like?
- What management style do you use?
- How would you characterize people's interactions in three words?

Identify Conflict

- Is there resistance to these rules and traditions?

- Do people choose not to participate in activities and events?
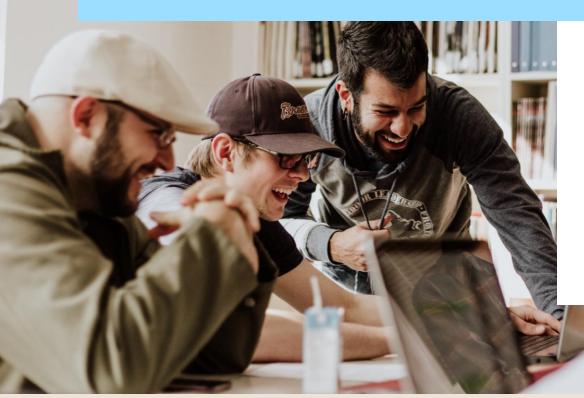
- If so, why?

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Identify Your People

- Who are they?

- What are they like?

- How do they get along?

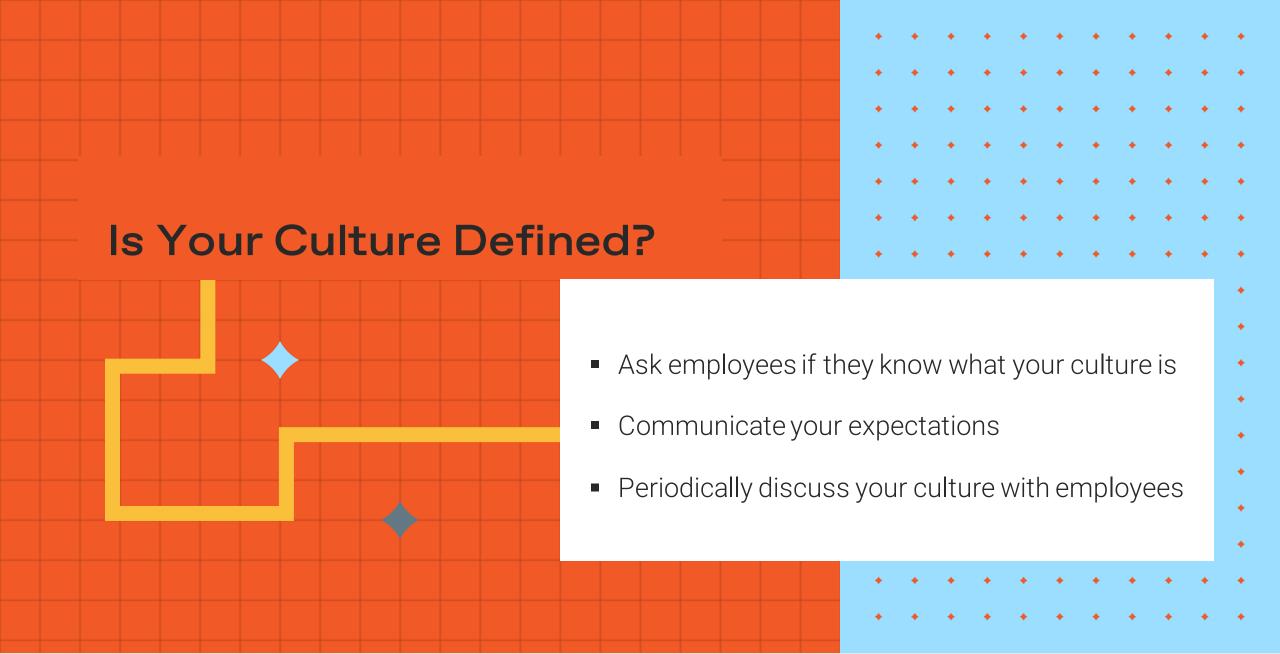Not tax or legal advice | Powered by **Mineral**

Form a Culture Committee

- Able to observe what's happening culturally in areas you might not see

- Bring multiple perspectives from across the organization

- Help you evaluate and improve the culture

Evaluating Your Culture

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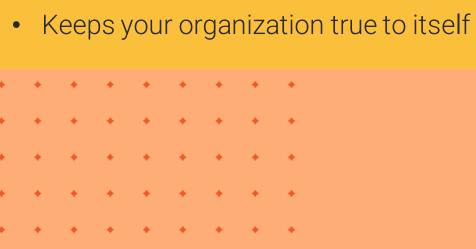
Qualities of a Good Culture

- Clearly defined and understood, with backing core values

- Embraced by employees

- Aligned with the mission and vision

- Conducive to long-term success

- Stable through times of change and growth

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Is Your Culture Defined?

- Ask employees if they know what your culture is

- Communicate your expectations

- Periodically discuss your culture with employees

Why Have Core Values?

- Helps define the culture

- Motivates employees

- Keeps your organization true to itself

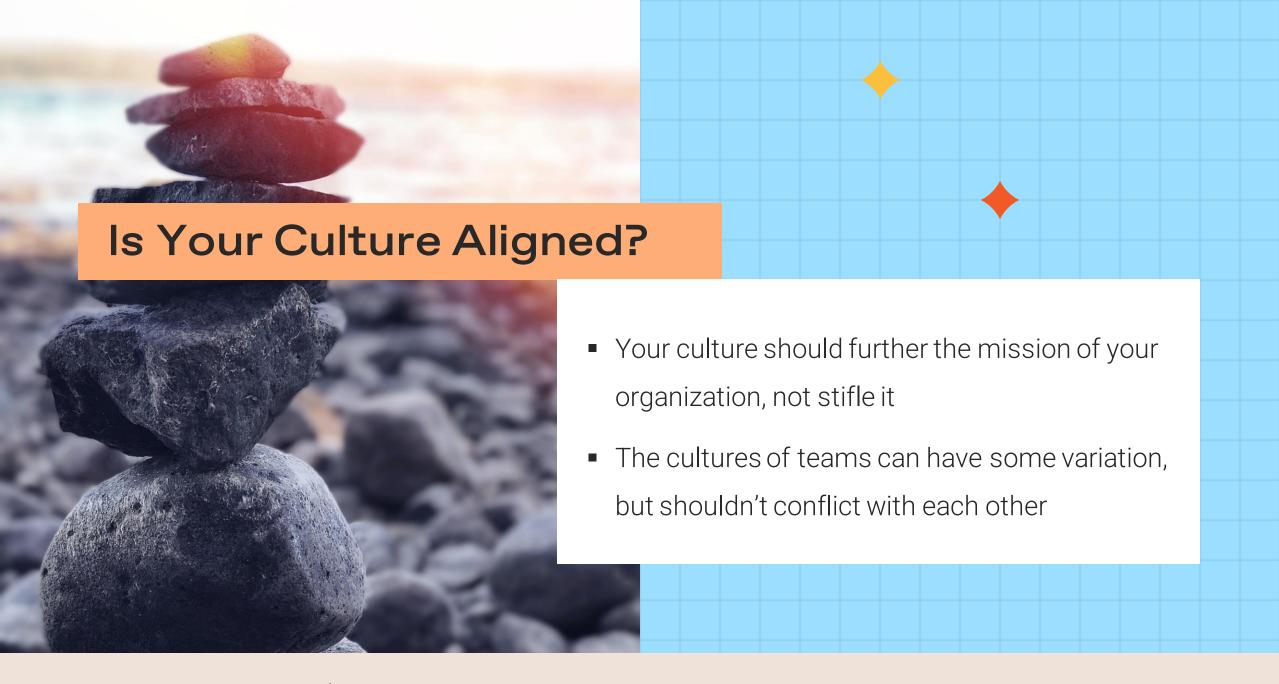Not tax or legal advice | Powered by **Mineral**

Is Your Culture Embraced?

- A clearly defined and communicated culture may not be embraced

- Emphasize that the culture is important by living it out in the ways you interact with employees

- Encourage employees to contribute to the culture

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Is Your Culture Aligned?

- Your culture should further the mission of your organization, not stifle it

- The cultures of teams can have some variation, but shouldn't conflict with each other

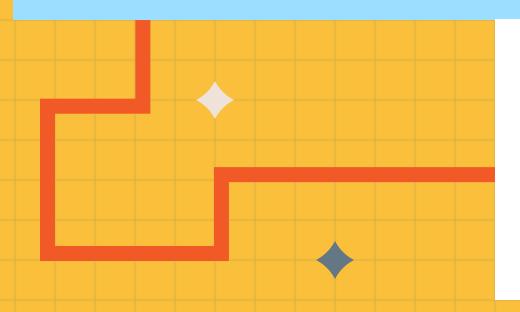Not tax or legal advice | Powered by **Mineral**

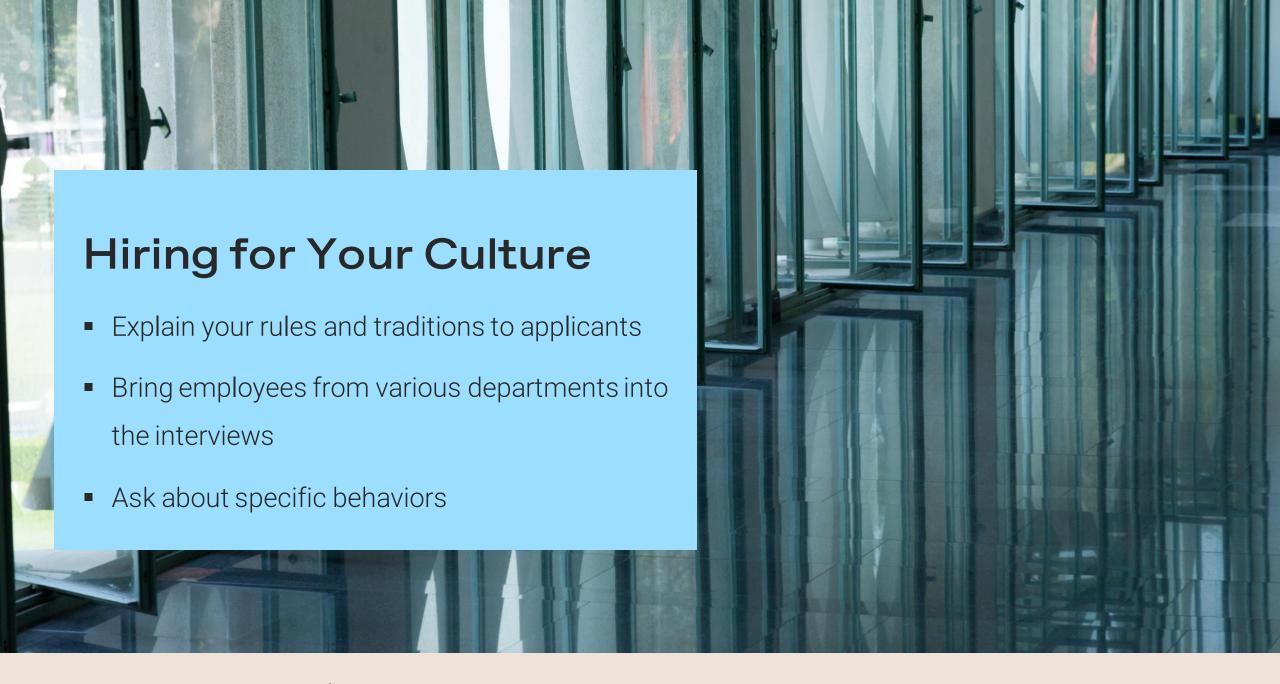# Is Your Culture Conducive to Long-term Success?

- Are your core values the best ones given the purpose of your organization?

- Are there aspects of your culture that put you at legal risk?

- Do employees follow the culture because they have to or want to?

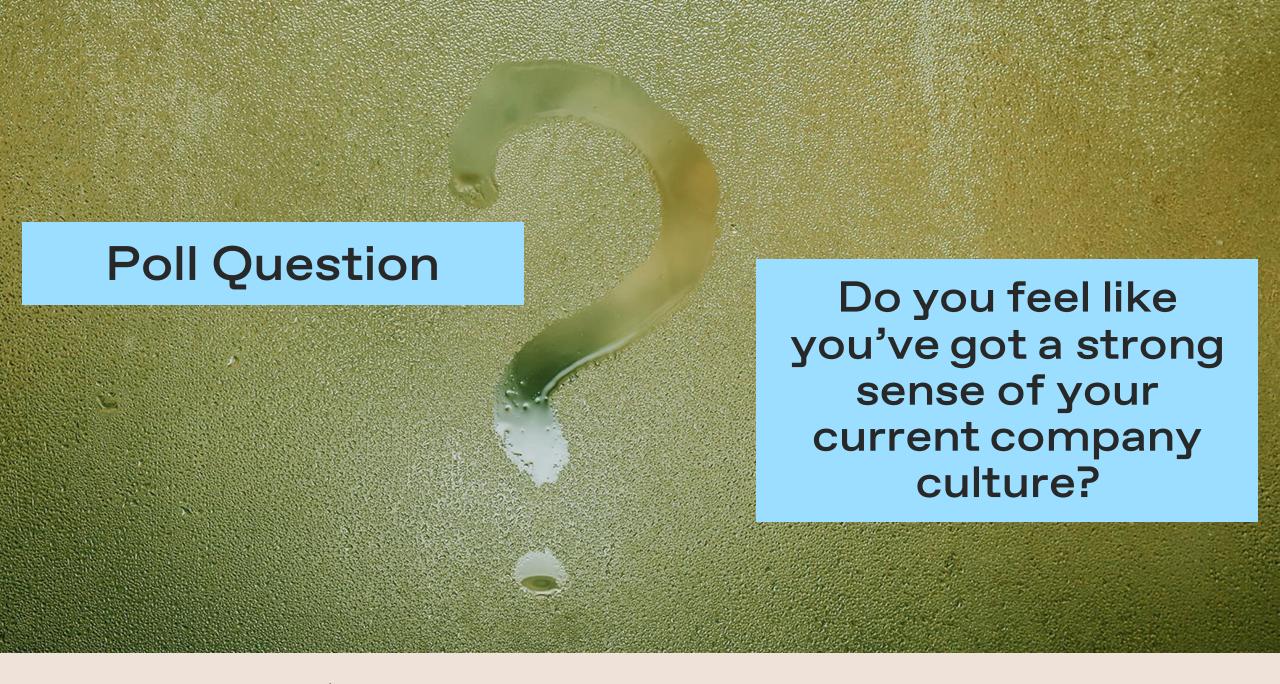Not tax or legal advice | Powered by **Mineral**™

Is Your Culture Stable?

- Manage cultural change

- Base your culture on rules and traditions, not just personalities

- Hire for cultural improvement, not cultural fit

Hiring for Your Culture

- Explain your rules and traditions to applicants

- Bring employees from various departments into the interviews

- Ask about specific behaviors

Poll Question

Do you feel like you've got a strong sense of your current company culture?

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Improving Your Culture

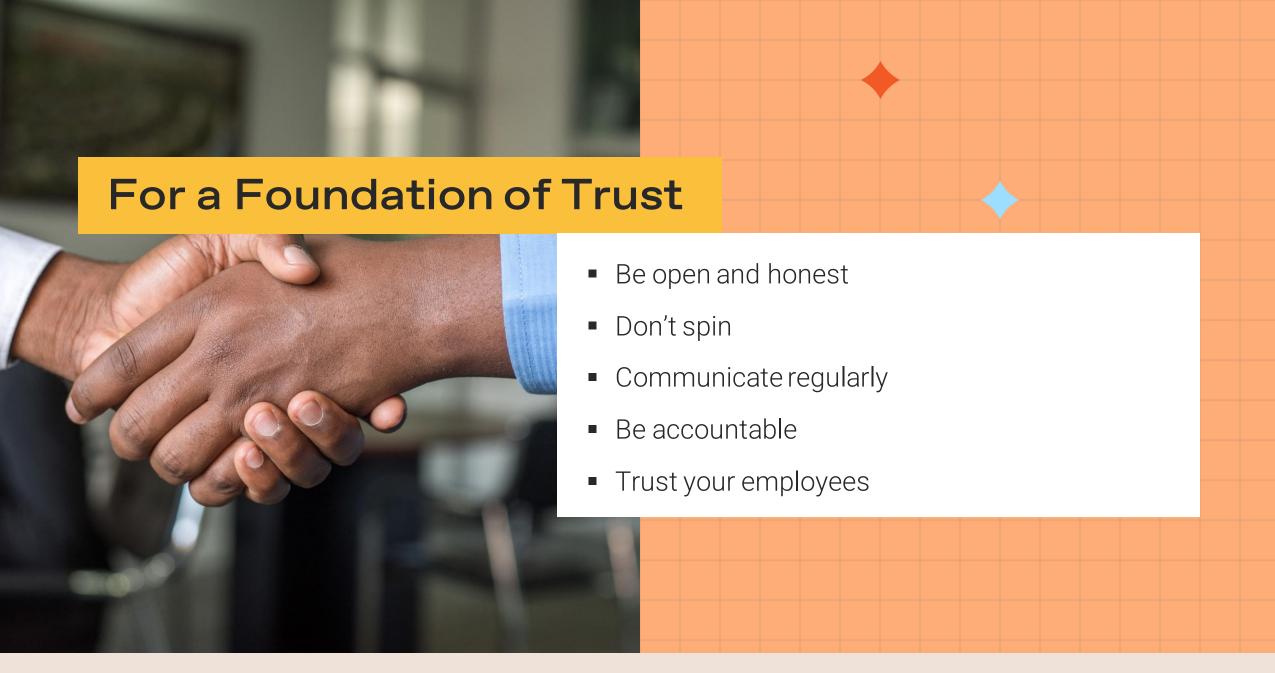Not tax or legal advice | Powered by Mineral™

Five Strategies for Improving Culture

- Establish trust

- Build community

- Help your employees live well and do well

- Strive for diversity

- Build effective teams

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Establish Trust

- Great culture requires trust between managers and employees

- Trust is personal

- The workplace is often a place of distrust

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For a Foundation of Trust

- Be open and honest

- Don't spin

- Communicate regularly

- Be accountable

- Trust your employees

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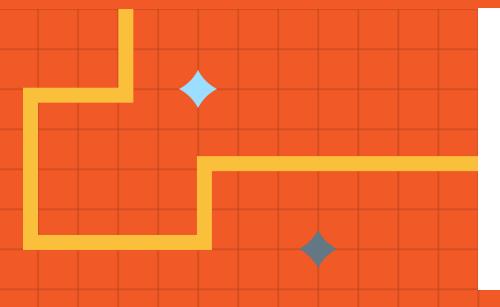
Build Community

- Brings people together around a common purpose

- Strengthens social bonds

- Inspires loyalty during times of trial

- Gives meaning and purpose to work

The Importance of Thinking About Community

- The workplace is a social place

- Office relationships will form no matter what
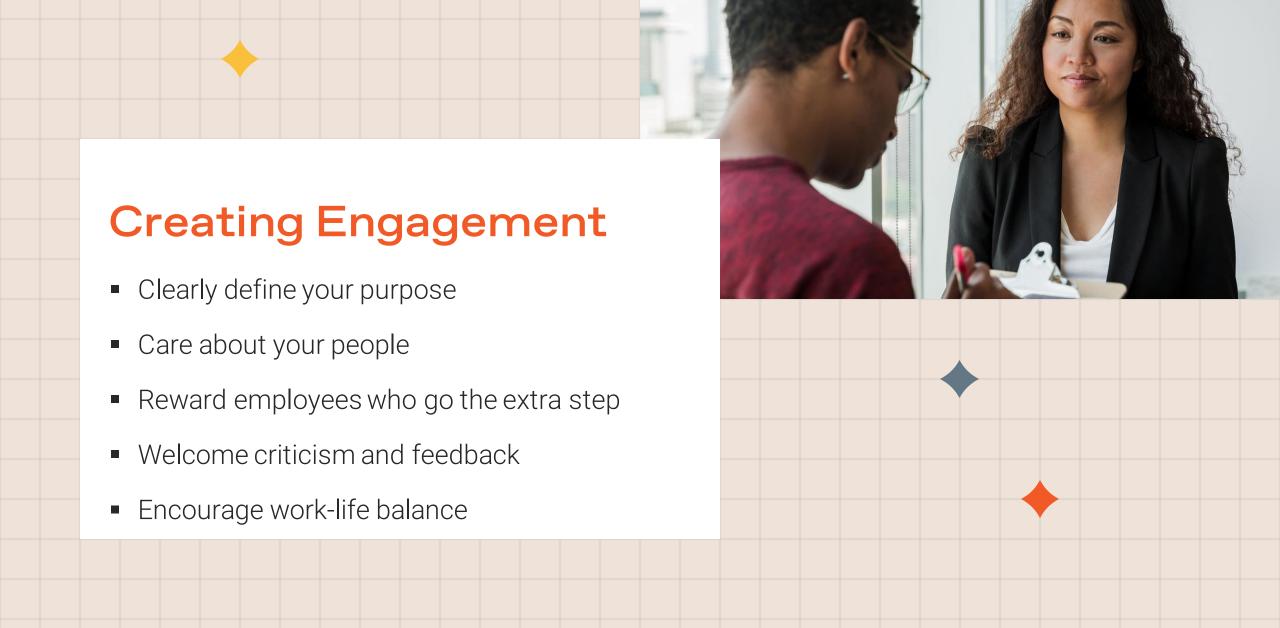
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Help Your Employees Live Well and Do Well

- Learn and master new skills
- Gain valuable experience
- Form connections
- Connect with wider community
- Contribute to human flourishing

Results of Low Engagement

- Poor productivity

- Less creativity

- Higher absenteeism

- Higher turnover

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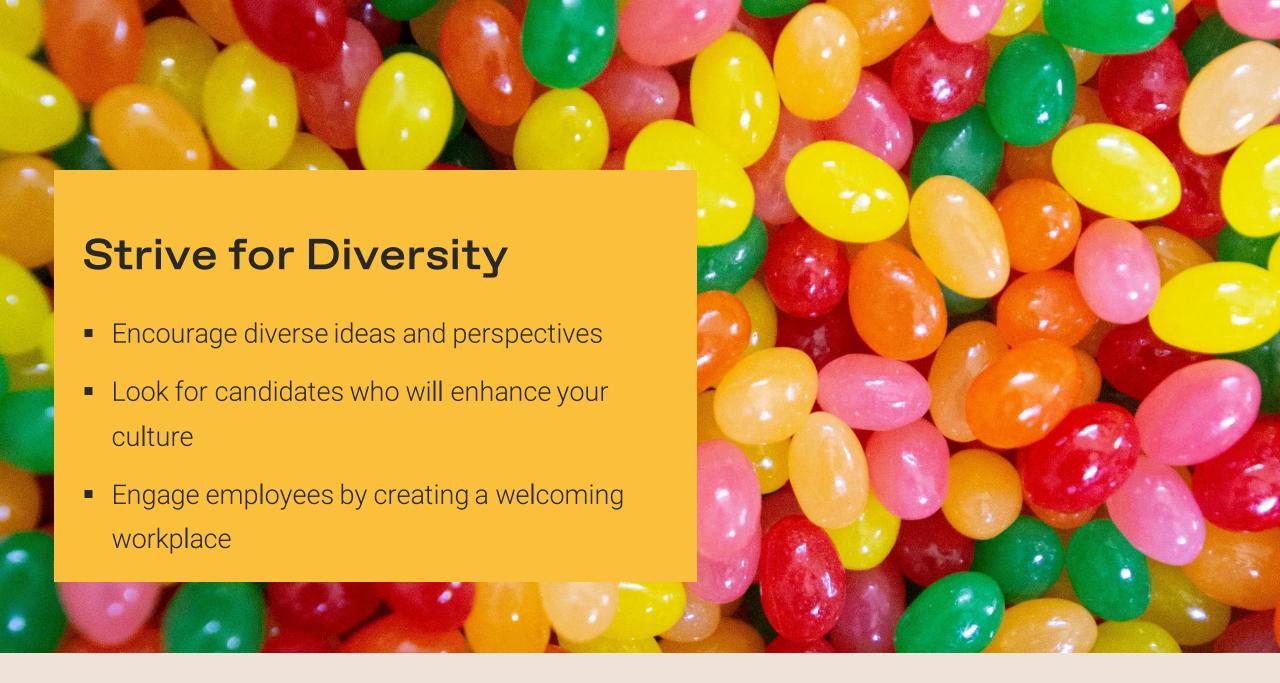# Low Engagement Has Costs

- Recruiting and hiring

- Onboarding

- Burden on staff

- Productivity loss

- Mistakes

- Further disengagement

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Creating Engagement

- Clearly define your purpose

- Care about your people

- Reward employees who go the extra step

- Welcome criticism and feedback

- Encourage work-life balance

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Strive for Diversity

- Encourage diverse ideas and perspectives

- Look for candidates who will enhance your culture

- Engage employees by creating a welcoming workplace

Develop Effective Teams

- What it means to build a team

- How you measure a team's performance

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What It Means to Build a Team

- Get people to work well together

- Teach them about one another so they're better able to collaborate

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Choosing the Right Activities for Your Team

- Take note of the people on the team

- Engage them in a task that brings out individual preferences, values, and strengths

- Pay attention to the behavior of each person and discuss the differences with all of them

- Consider changes based on what you've learned

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Assessing Success

- Production

- Morale

- Retention

- Efficiency

- Engagement

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Q+A

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Thank you!

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