

Company Culture

Your company culture represents a community that has established performance expectations and behavioral norms. It is a force to be reckoned with that will integrate and embrace new employees, and dominate over an administrative onboarding process.



Building a company culture that defines, refines, and distinguishes your organization from others is a critical responsibility of leadership and its management team.

When discussing culture, I've heard people say "I'll know it when I see it". But, let's consider that a productive and fulfilling work-environment is dependent upon specific drivers.

Interpersonal Skills

In our day-to-day activities, we can be so focused on tasks and results that we fail to notice the impact that interpersonal skills within an employee community have on the organization's culture. Since it is natural to measure performance, we sometimes overlook and fail to acknowledge those daily interactions that contribute to a safe, welcoming, and collaborative environment.

Achievement and Accomplishment

Employees need a feeling of accomplishment and purpose, and should experience victories within their jobs. No matter how satisfied an employee may appear, consistent communication on the value of their performance will not only inspire them to take personal responsibility to maintain and exceed organizational expectations, but will add fuel to a company's cultural momentum.

Ownership

When employees understand why their work is important, and how they support their associates and contribute to the organization's performance, they are able to focus on results and are willing to accept responsibilities beyond their job description.

If you want a culture that encourages employees to take ownership, create an environment for them to share ideas and actively engage in decisions regarding how to achieve organizational objectives.

Informal Leaders

Within any company culture there are "individuals of influence" that set the tone for conversations within a community, and there is value in understanding and acknowledging their impact and contribution to your culture.

More than anyone, those informal leaders need to align with the values of the organization, and through inclusion, affirmation and respect, they will contribute and promote an engaged culture.

It is just as important to recognize that complaints or negative comments usually have an element of truth that need to be resolved. By working with informal leaders to address issues and neutralize any lingering negativity, you are positioning them to exercise a positive influence and encourage their community to move forward.

Summary

An engaged workplace culture that has expectations for interpersonal communication, and acknowledges employee achievement and accomplishment, will nurture proactive employees that require minimal oversight.

When employees take ownership for results, they become indispensable.

Assessments or surveys that capture the insights of employees and supervisors are a fundamental resource to measure the employee experience and their impact on organizational performance.