

How-To Build Great Company Culture



Wouldn't it be great if you weren't constantly forced to train new employees? A great way to maintain your employees is to build a thriving company culture. Doing so, influences your employees to work cohesively as a team, therefore drive productivity and business success.

Creating a great company culture is not easy. However, the benefits from investing in your team can improve the performance of your company and keep employees with you longer.

Learn from the Past

Your past can be your greatest teacher. If your company struggles with culture, review the mishaps. If they are reoccurring then consider the root of the problem. Was it a lack of communication or management oversight? On the other hand, consider when you had great company culture. What cultivated the success?

Create a Culture that Aligns with Your Core Values

This is your business. It is important to find staff that aligns with your values. The first step is to figuring out what is important to you.

Core Values to Consider

- Teamwork

- Quality
- Innovation
- Customer Service
- Sense of Urgency

Hire Employees Who Complement You

Identify your strengths and weaknesses, and then fill in the gaps. You should hire for what your company needs. The employee will adapt much better to your office when they feel important. Doing so, will create a more well-rounded team.

Communicate With Your Team

Communication is key in relationships - even business relationships! Make sure you are communicating with your employees and they are communicating with each other. Important communication should also be in-person, rather than over email, phone, or text.

If your company is struggling with communication then consider the following tips:

- Hold Weekly Meetings
- Offer a Platform, such as Officevibe, for Anonymous Feedback
- Watch Your Body Language - Remember to smile, maintain eye contact, and keep your arms uncrossed.
- Know When to Listen
- Keep Your Door Open

Carefully Evolve Your Culture

Building a great company culture will not happen overnight. First, make sure that you have a clear vision for what you want. Second, introduce those changes to your employees and seek employees with the same values.

Build Excitement About Your Company

Your employees must believe in your company. To build excitement about your

brand, you must show your own excitement!

How-To Build Brand Excitement

- Hold an Event. For example, celebrating the release of a new product or service.
- Individually thank employees for a job well-done.
- Create beautiful marketing material - Videos, Facebook Posts, or Guest Blogs.

If you create a culture where people love coming to work then you can expect to see an improvement in company performance, and most important, an improvement of your happiness and the happiness of your employees.