

# Company Culture



## Do you have all the elements for a strong company culture?

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The foundations of a strong company culture are built on set of core values, beliefs, attitudes, and ideas. Collectively these elements create an environment that helps employees identify and live out their professional purpose.

*“Culture is what motivates and retains talented employees”  
– Betty Thompson*

# Below are the key principles of a strong company culture.

## 1. Inclusivity

From executive leaders to your newest hire, every employee should be made to feel welcome, important, and valued for their contributions. More than that, your company culture should prioritise and celebrate your employees' diversity by providing equal opportunities for their career growth.

### **The benefits of an inclusive workplace include:**

- Reduction in staff turnover
- Increased job satisfaction
- Increased employee engagement
- Larger talent pool
- Stronger company performance

### **Things you can do to achieve workplace inclusivity:**

- Educate and develop managers
- Active listening
- Effective communication
- Engage employees from all walks of life
- Transparent decision making process
- Design the office for everyone – spiritual and physical requirements

## 2. Passion

Putting passion at the centre of your company's strategic/ financial goals helps create a positive work culture that motivates and encourages employees to perform to their fullest potential.

### **The benefits of creating a passionate culture in the workplace include:**

- Increase motivation
- Improve staff loyalty and retention
- Increase creativity and innovation
- Enhance employee engagement

## 3. Professional development opportunities

By investing in your employees to provide them with opportunities to further develop their skills and capabilities, indicates to the recruitment market that your company not only appreciates its individuals, but also cares about them enough to enhance their abilities.

### **The benefits of investing in employee development:**

- Attract top talent
- Improve existing employee performance
- Increase employee engagement and reduce staff turnover
- Aid in succession planning and training future leaders
- Boost job satisfaction
- Improve skills/knowledge and combat skills shortage

## 4. Transparency and Communication

Transparency requires being open and honest about plans and operations and encouraging employees to be open and honest with one another and with customers. Creating a culture of open communication within the office encourages individuals to speak up when they're unsatisfied, and demonstrates that employee opinions are valued. If there's a business decision that directly impacts your employees, it is crucial to bring them on the journey as soon as you are able to, this will build a community of trust.

### **The benefits of creating a transparent working environment:**

- Increase employee productivity
- Improve innovation
- Increase employee engagement
- Reduce staff turnover
- Improve customer satisfaction

Post Covid-19 it is imperative that you focus on building a company culture that will strengthen your company's reputation in the market to attract top talent and to retain top talent. You want to be an employer of choice to secure the best talent pool for your business.