

THE COMPANY CULTURE TIPSHEET

6 Steps + Action Items to Build a Positive, Kickass Culture

Building a positive company culture is not just something fun or hip to do. It's actually a strategic business initiative.

A good company culture impacts so many facets that align with your company's big picture goals, like employee happiness, engagement, productivity, talent development and retention, and much more.

Follow these steps and tips to make the best culture for your employees.

1



Audit the Current Status of Your Company Culture

- Look at your "core four" elements of your company culture:
 - Your mission statement
 - Your core values
 - Your uniques
 - Your employee experience
- Make any adjustments to these core four if you feel like your culture is out of line.

Learn more: [Company Values: Why They Matter and How to Create Your Own](#)

2



Gather Direct Feedback From Employees

- Conduct employee surveys to gauge the following:
 - Employee satisfaction
 - Employee engagement
 - Employee loyalty
- To keep a finger on the pulse of the employee experience, host informal check-ins between your leadership team and team members.

Learn more: [At Least 15 Questions to Solicit High-Quality Employee Feedback](#)

3



Hire or Appoint a Dedicated Head of Culture

- Build a role for someone to manage your process of building and maintaining a positive, aligned company culture.
- If you can't afford a full-time employee dedicated to workplace culture, enlist the help of some employees by starting a culture committee, where they're tasked with planning how to promote and build the culture that employees want to be a part of.

Learn more: [Transforming Your Culture with the Help of a Culture Committee](#)

4



List Out Priorities Based Off of Employee Feedback

- Based on survey responses and feedback provided during informal check-ins, create an action plan that aligns changes with employee requests.
- List out your action items based on priority, which you can determine by the scope of the action item, the amount of time they will require, and the severity of the issue that needs to be fixed.

Learn more: [5 Company Initiatives That Improve Office Culture](#)

5



Take a Comprehensive Approach to Culture

- Make sure your company culture initiatives address the employee experience in a holistic way, touching on the following elements:
 - Well-being – Offer support for employees with their physical, mental, social, and financial health.
 - Purpose – Show employees a direct connection between their daily responsibilities and the company's big picture initiatives.
 - Growth – Identify ways to open opportunities for your A players to learn new skills and pursue professional development to grow within your organization.
 - Recognition – Ensure you have programs in place to express appreciation for your employees and praise them for their accomplishments.

Learn more: [5 Steps for Building an Employee Incentive Program \(+ 25 Ideas\)](#)

6



Measure Effects and Evolve Culture Over Time

- It's important to continually track measurables associated with company culture, like employee retention, engagement, and overall performance.
- Based on your needs, create a reporting process that includes employee surveys to follow on an ongoing basis so you can monitor culture improvements over time.
- By looking at metrics like performance or turnover, you can shift priorities in real time.

Learn more: [The 10 Company Culture Metrics You Should Be Tracking Right Now](#)

Quick Action Items You Can Do Right Now to Improve Your Culture



Encourage cross-team collaboration by bringing everyone together for big projects, instead of keeping everyone siloed.



Offer flexible benefits, like casual dress code or some remote work options.



Start a recognition program that encourages both leadership-directed and peer-to-peer praise.

More Tips

- Encourage employee autonomy by reducing overbearing, outdated management practices.
- Foster strong coworker relationships through team building activities and employee resource groups (ERGs).
- Make transparency a top priority at all levels, sharing both big wins and ongoing challenges during regularly scheduled company-wide meetings.
- Incorporate modern technology to streamline communication and project management.
- Create clear career paths for each role to inspire employees and show them exactly how they can advance professionally with your company.

Once you follow these steps and implement these action items, you're ready to build a culture that your employees will love. With a strong, positive culture in place, not only will your employees be happier and want to stay longer – you will also drive performance to achieve your big picture goals.