Workplace Culture

A company with strong traits like integrity, honesty and openness will attract loyal, hardworking and engaged employees. Here are some ways to improve workplace culture.

Lead By Example
- Be trustworthy, open, transparent and equitable in your policies and practices
- Build relationships with your employees to create a feeling of belonging
- Commit to addressing any discriminatory behaviour

Establish Clear Company Values
- Ensure company values do not discriminate in any way
- Communicate these values often with employees
- Implement values into all aspects of the workplace

Foster Collaboration and Communication
- Be attentive and responsive when communicating
- Hold regular staff meetings to inform them of updates and changes
- Tell your staff they are valued and their opinions make a difference

Establish Clear Goals and Direction
- Explain goals and how you will reach them to employees
- Minimize confusion by clearly explaining new procedures and tasks
- Give employees a chance to ask questions and seek clarification on any changes

Celebrate Successes
- Encourage your employees to do great work by being a role model
- Foster pride in the workplace by celebrating company successes
- Reinforce a culture in which employees appreciate one another's roles

Adapted from: Untapped Talent: B2B Guide to Innovative Hiring and Retention and Organizational culture: Definition, importance, and development – Achievers

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