

## KEYS TO A POSITIVE CORPORATE CULTURE

Creating a positive corporate culture is no longer a nice-to-have, it is a mandatory business strategy. Companies with a plan to develop healthy work cultures see improvements in recruiting and retaining top talent, leadership development, sales, productivity, and innovation. Below are four keys to a positive corporate culture:

### 1. Creating an environment where employees feel valued

The biggest complaint from employees is that they don't feel valued by their supervisor or the company. If employees don't feel valued, they are more likely to leave their jobs. Other than investing in product and process, employers must start investing in people. A simple acknowledgement of a job well done can make a big difference to a disengaged employee. Employers make a point to recognize a small win or a little extra effort.

### 2. Ensuring employees are feeling connected

Employees tend to isolate in silos based on team, function, and location. Despite our desire to connect with colleagues we often have only enough time to connect with those we are working with directly. Employers can bridge this gap by inviting someone in a different department to lunch, having cross-functional meetings, talking to someone in person, having a company happy-hour, or even having a job swap day.

These easy solutions will increase a sense of connection to the larger team, grow the level of appreciation for other groups, and generally increase overall communication.

### 3. Ensuring employees feel a sense of contribution

Employees often do not feel that their individual contributions make a difference to the company. Often goals and missions are communicated well at the senior levels of an organization but less well or not at all further down the organization. As company sizes have grown, specialization has increased, and focus has shifted to speed. These new developments are usually not communicated to employees in advance before making changes to the process and product which directly affects the employee.

Communicate goals and mission to everyone in the organization. Choose three or four goals that are simple to understand, broad in scope, and focused on more than just financials then communicate them to everyone in the organization. Make the goals consistently visible and