

Culture Code: Decoding an Impactful Company Culture.



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Introduction.

When thinking about what attracts and retains top talent, company culture might not be the first to come to mind, but it's more important than you think. A company's culture reflects and influences its values, beliefs and attitudes, in addition to levels of employee engagement, productivity and job satisfaction.

We surveyed 1,089 technology professionals in partnership with Brandata and found that nurturing and managing a positive and engaging company culture is pivotal for businesses of all sizes in attracting, retaining and developing their employees.

The survey revealed that 43 percent of employees would stay at their current job if there was a great company culture—even if they received a higher-paying job offer. In fact, 44 percent of employees said that the main reason they would search for a new job is to find an organization with better company culture.

This guide will help you better understand your company's culture as well as provide tactics for maintaining and improving it over time. By investing in and managing a strong company culture, your business can foster a supportive and engaging work environment that attracts and retains top talent, enhances employee well-being and drives business success.

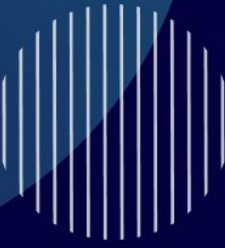
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SECTION 1

Why Company Culture Matters?

As previously mentioned, company culture can significantly impact employee satisfaction and your organization's overall success. Company culture is a cyclical concept, and its foundation generates effects that ultimately feed back into and drive the state of company culture itself.

SECTION 1

Positive Company Culture

Candidates today are increasingly looking for companies that offer more than just a paycheck. People want to work for organizations that treat them with respect, whose values and beliefs align with their own and who offer a positive and engaging workplace culture.

When employees feel that their company fosters a strong company culture that values and supports them, they are more likely to stay with the business long-term. This helps create a sense of belonging and loyalty among employees, ultimately contributing to your business's success in retaining and recruiting talent.

Businesses with a strong and positive company culture can also leverage it as a selling point in their recruitment efforts. By highlighting culture in job postings and interviews, employers can better attract top talent who are looking to work for a business that's committed to the well-being of employees and offers opportunities for growth and development.

SECTION 1

Negative Company Culture

While a positive company culture promotes a more engaged workforce, higher levels of job satisfaction and lower employee turnover, a negative company culture promotes the opposite.

A negative company culture can lead to employee disengagement, burnout, stress and turnover. This is because when employees feel undervalued, unsupported or unhappy with their work environment, they are more likely to leave for greener pastures.

This can cause turnover contagion and even drive away candidates, leading to difficulties in attracting and recruiting top talent. This is because candidates are wary of working for an organization with known poor company culture and are more likely to hesitate to accept job offers.

As a result, the compounding effects of a negative company culture can be costly for businesses in terms of reputation damage, lost productivity, recruitment and retention efforts and the overall bottom line.



SECTION 2

Understanding Your Company Culture.

In order to effectively promote and cultivate a positive company culture, you first need to understand your existing company culture and how it's perceived by your employees as well as others outside of the business.

SECTION 2

To better understand the state of your own company's culture, we suggest assessing the values, beliefs, attitudes and behaviors that shape how your employees interact with each other, your customers and your business as a whole.

Take the time to carefully review internal documents like your company mission statement, policies and procedures and employee handbooks. You can conduct surveys and focus groups to gather insight into how your employees perceive your company culture, what they like about it and what they believe could be improved.

Of course, gaining an external perspective on your company culture is also essential. We suggest going through review websites and social media platforms to learn what people are saying about your company culture.

All of these activities will help you better understand and describe your company culture to anyone inside or outside of your business. Moreover, as you progress through your assessment, you'll be able to recognize which type of company culture your business is currently fostering.

SECTION 2

Types of Company Culture

According to business professors from the University of Michigan, there are four key types of company culture:

- **Clan Culture** - highlights cross-team collaboration.
- **Adhocracy Culture** - encourages employees to share their ideas and take risks.
- **Market Culture** - emphasizes how each employee can contribute to the business's financial success.
- **Hierarchy Culture** - is more traditional and focuses on the hierarchical chain of command.



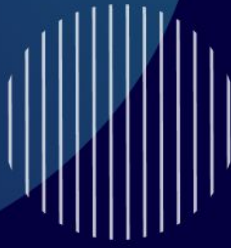
SECTION 2

Describing Company Culture

It's one thing to know what your company culture is like, but it's entirely another to describe company culture successfully. That's why we've compiled a few key tips for you to keep in mind below:

- Build off your business's general company culture type
- Incorporate your business's core values
- Integrate your business's mission statement
- Consider workplace interactions
- Highlight unique employee and company characteristics





SECTION 3

Curating and Refining Your Company Culture.

Once you have a clear internal and external understanding of your company culture, you're ready to take steps to maintain, manage and improve it over time to ensure better employee retention and recruitment. However, it's essential to recognize that maintaining or changing a company's culture requires a deliberate effort and consistent actions over time. To support you through the process, we've outlined some guidelines below.

SECTION 3

Changing Company Culture

Perform an Initial Assessment

Start by evaluating your business's current company culture to identify its values, norms, behaviors and any issues or areas of improvement. You can accomplish this by utilizing employee surveys, focus groups, interviews or other methods.

Define the Desired Company Culture

Think about your company's mission, values and goals to help determine what kind of company culture you envision for your business. Identify any gaps between your existing and your desired company culture so you can work to bridge those gaps.

Remember, a positive and engaging workplace culture can help to improve employee retention rates, reduce employee turnover and attract sought-after candidates.

SECTION 3

Communicate the Desired Company Culture

To ensure that everyone inside your business is on the same page, take the time to discuss and explain the changing company culture with all of your employees. By helping them understand the new company culture, you can help increase employee satisfaction as well as retention rates.

For people outside your business, consider sharing and marketing your endeavors to change the company culture. Share it on social media platforms, your website, in marketing emails, industry forums, networking sites, etc.

But perhaps most importantly, be sure to emphasize the shift in company culture in your job descriptions. This will help you improve your business's reputation and attract top talent.



SECTION 3

Maintaining and Managing Company Culture

Lead by Example

Leaders should make efforts to continuously communicate, reinforce and model the values and behaviors of the company culture that are expected from employees. When everyone models a positive company culture, employees are much more likely to stick around.

Provide Support

To nourish your business's new company culture, providing a supportive work environment is crucial. Make an ongoing effort to encourage, emphasize and demonstrate the importance of honest, open and empathetic workplace communications.

Employees should also be given the necessary tools they need to embrace the desired company culture . This may include regular training, team-building activities, coaching and other initiatives.

SECTION 3

Request and Encourage Feedback

Employee feedback will help create an optimistic company culture that values continuous improvement. We suggest providing regular check-ins with managers, anonymous surveys or suggestion boxes and open forums for employee feedback.

Address Issues Promptly

It's crucial to promptly address any issues that arise. This will prevent minor problems from growing larger and causing any negative rippling effects on the company culture.

Celebrate Success

It's important to recognize, reward and celebrate your employees' hard work and accomplishments in order to boost morale, encourage a sense of community and reinforce company culture values.

SECTION 3

Monitor and Measure Company Culture

All businesses should actively monitor their company culture and adjust as needed. Measuring company culture can be challenging, but it's essential in order to maintain and improve it effectively.

Conduct anonymous employee surveys regularly that ask for feedback on the company's values, beliefs, attitudes and practices. These surveys can give you valuable insight into how employees perceive the company culture and identify areas that need improvement.

Another way to measure company culture is to observe how employees engage with the company and interact with each other. This can include observing team meetings, one-on-one interactions and how conflicts are resolved.

By keeping these tips in mind, your company can successfully change, maintain and manage its culture based on current internal and external perceptions. As a result of a strong company culture, your company will also have more success in employee retention and recruitment.

Conclusion

Conclusion

Company culture is a critical factor in any business's long-term success since it can substantially impact employee satisfaction, retention and the overall performance of the company.

Fostering an effective and sustainable company culture takes time and effort. Nevertheless, with the help of our guide, your business can provide a positive company culture that will ensure you retain and attract top talent.





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