The Secrets of How to Improve Company Culture

Looking for ways to improve your workplace overall? Taking a deeper look at your company culture is a perfect starting point. Here are some tips to make your team even more tight-knit, loyal, happy, and productive.

What is Company Culture?

Think about how you would describe your workplace. That's company culture. How your team acts and your company's responses to various situations? That's company culture. The most successful companies are ones with a cohesive culture that's thoroughly understood and supported by a company's structure and in-place strategies.

What Are the Benefits of a Strong Company Culture?

- Engages employees
- Reduces turnover rates
- Increases the bottom line
- Maintains employees long-term
- Improves customer relationships

Simple Tips to Create a Better Company Culture

Try these tips to explore ways to cultivate the company culture you want. Leadership and employees will need to work together and take part in conversations together to best understand what sets your company apart when it comes to culture.

1 Look at your current culture

What does your current culture look like? Really examine it. Ask employees what they think of it. How do you communicate culture to your team? What are your company's values? This is a kickoff point to learn how to improve company culture.

2 Talk to your employees

Is everyone on the same page? You'll only know that if you meet with your team on a regular basis. Keep the lines of communication open. Ask questions and encourage your team to ask questions, too.

3 Engage new hires

Don't let new hires flounder for weeks. It creates a sense of confusion and exclusion. Instead, have direct managers meet with them weekly to keep everyone on the same page.

4 Make employees the priority

Employees know if all a company cares about is the bottom line. Invest in employees, ask for feedback, take concerns seriously, and they'll feel respected and stay loyal.

5 Hire smart

Even if you're short-staffed, quickly hiring just anyone to fill the position is a mistake. Not only can it potentially cause rifts in the department if the wrong person is hired, but it is also costly.

6 Ask for three words

Are you redefining your company culture? Host a break-out session for employees to brainstorm together. Or, simply have them write down the three words that come to mind when it comes to the company.

Company culture matters. How do you define yours?