Seven Reasons Your Organization's Culture Matters*

After a year of dramatic and sometimes cataclysmic change, most HR experts are struggling to assess priorities for 2021. But there is already plenty of evidence that rebuilding, maintaining, and selling a distinct corporate culture will be a critical issue.

Here are seven reasons why.

1. It Defines Who You Are. To the World

Your culture defines who you are to your workforce, to your customers, your partners, and to the outside world. It's your identity and your image. It gives all concerned a clear picture of what's important to the management team and what it's like to work with you and for you.

2. It Displays Your Values for All to See

A strong culture leaves no doubt about your core values, putting them on display in the way you:

- Conduct business
- Treat your customers
- Manage workflow
- Interact with your team

If your cultural values have meaning, if they're not just empty phrases or slogans, everyone will know it. On the other hand, if you neglect culture or diminish its importance, the impact will be dramatic. And obvious.

3. It Makes Ambassadors of Your Workers

A great corporate culture is energizing. It makes for motivated and happy employees. If they feel their work is rewarding, that the company they work for values them, they become advocates. At work and in their communities, these workers spread the word.

The same is true of a poor culture. Companies that don't build a positive work environment can expect potential workers and customers, as well as community leaders and business partners, to know about it.

* https://blog.jostle.me/blog/why-is-organizational-culture-important

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4. It Makes Retention Much Easier

Everyone wants to play for the best team. That's why companies with terrific cultures tend to keep terrific people.

To boost retention, invest in a culture that's focused on great employee experiences and career advancement. Build something distinctive and ownable. Hire the people who fit that culture, so they want to stay. (Spoiler alert: they will.)

5. It Simplifies Onboarding.

New hires need to learn a lot about your company quickly. A well-defined culture can serve as a guide for new employees, helping them to understand how and where they fit in. It also can help you assimilate new hires and accelerate their progress through the organization.

6. It's The Difference Between a Staff and a Team

When you make your culture and its values clear, you set expectations and define a common purpose. Employees and management align around a common purpose. Silos and self-interest disappear. Co-workers become teammates. On the other hand, a toxic or ill-defined culture breeds discontent and disengagement.

7. It Boosts Employee Wellbeing and Performance

A strong, positive corporate culture is an environment in which employees feel safe, confident, and motivated. This sense of wellbeing heightens creativity, boosts performance, and has a positive ongoing impact on your bottom line.

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Contact Us: info@myembrand.com

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