

7 steps to form an effective business culture for a remote, hybrid, or in-person workforce

Step 1: Define and circulate core values.

Questions to get you started: What are your core values?

- What do you do?
- Why do you do it?
- How do you share what you do and why you do it? (brand messaging, employee roles, etc.)
- What is your mission statement?
- How do employees' roles support your core values?

Step 2: Establish practices to ensure your employees feel valued.

Questions to get you started: How do you measure employee sentiment—the sense of feeling valued?

- Do your employees understand:
 - advancement opportunities
 - ways to enhance work-life fit
- Do you measure:
 - satisfaction with managers
 - satisfaction with compensation
- What are the expected frequency of the following:
 - Routine one-on-ones
 - Employee surveys—how they do or do not feel valued
- When do these regular reviews happen:
 - Competitive compensation packages
 - Daily interactions/get-to-know-me moments
 - Anonymous feedback through free online survey tools

Step 3: Create expectations for communication, connection, and psychological safety.

Questions to get you started: How do you encourage employee and leader connection and communication?

What's the expected frequency of the following:

- Formal communication expectations
- Informal communication suggestions
- Celebrations and holidays
- Camaraderie opportunities such as employee resource groups for connection, community, and inclusion

Step 4: Detail accountability expectations.

Questions to get you started: How do you gauge accountability?

- What are the attendance requirements at meetings, activities, etc.?
- What communication expectations have you shared?
- Do employees understand performance expectations?

Step 5: Align benefits to your culture.

Questions to get you started: Do your benefits align to your values?

- What benefits do you offer?
- Do these benefits match up with what you say you stand for?
- How often do you review benefits with employees?

Step 6: Create mechanisms to support mental health.

Questions to get you started: How do you support mental health?

- Do you offer and communicate about an EAP?
- How are you supporting a work-life fit with work schedules?
- How do you gauge stress and over-work levels?
- How are you enhancing employee growth and development with new skills and experiences?
- How are you protecting the health and safety of employees?

Step 7: Bring it all together.

After you've completed the steps above, create or update a document detailing your business culture for existing and new employees.

- Our purpose is:
- Our values are:
- We ensure our employees feel valued by:
- We encourage communication and connection through:
- We measure accountability with:
- We support employee mental well-being by:

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