

5 Rewarding Team Building Exercises for an Evolving Company



Every business owner strives for a workplace where their team members work together positively. However, building unity within the workplace requires time and effort. Incorporate team building exercises to help employees adjust to an evolving company.

The following are a few fun team building activities for the workplace:

Provide a Comfortable Break Room with Snacks and Beverages

Everyone needs to get away from their desk during the day. A comfortable break room offers your employees a place to rejuvenate or eat lunch. Inevitably, the break room often becomes a gathering place where employees build community.

Creating a comfortable break room takes little effort. Maintain a few snacks, such as granola bars or fresh fruit, as well as coffee and other work appropriate beverages.

Sponsor Job Shadowing Opportunities for Employees in a Different Position

New employees are often attracted to their job position due to the opportunity for growth. Use job shadowing as an opportunity to introduce the employee to the position while meeting others in the department. Job shadowing is easy to

manage with little costs. Job shadowing is essential if an employee is considering transitioning to a new position.

What to Include in Job Shadow

1. Participate in Brainstorming Session
2. Attend a Meeting
3. Take Notes During Planning Sessions
4. Variety of Non-Confidential Activities

Hold Company-Sponsored Team Building Lunches

Food always has a way of pulling people together! Get your employees out of the office with a barbeque or restaurant outing. If your meal is outside, you can schedule fun games where employees work together. Sports work well for team building.

Sponsor Sporting Event or Team that Employees Can Participate in Together

Create a sporting team for your company to participate in together. This could be a community softball, basketball, or kickball league.

You could also sponsor a sporting event, such as a half-marathon or 5k. Provide your employees with company t-shirts. The t-shirts not only create unity but great advertising!

Encourage Team Members to Volunteer for Charity Together

The camaraderie that people develop when they volunteer together is powerful. Create a volunteer event with a local charity. The event could be picking up trash, building homes for poor families, or cleaning hiking trails. Volunteering together

can create positive memories that unite the company.

Host Activities for Employee's Families

Company lunches are great but many employees have families that they would love to involve with events. Hold family-friendly events where employees can develop friendships outside of work. The holidays are a great excuse to hold company parties.

Family-Friendly Events to Host

1. Halloween trick-or-treating at desks in the office and pumpkin carving for the kids.
2. Luncheon the week before Christmas before employees scatter their own ways.
3. Bringing a big screen to the office for family movie night.

Team building exercises can be an investment for your company. When people work well together, they can get more done faster with a positive attitude. It is important to continue team building as your company grows.

Six Buzzwords to Avoid in a CV



When writing your CV, you may get sidetracked by what you think the employer wants to hear. This can lead to buzzwords that weakens your resume rather than making it stand out - or at least stand out in a good way!

Keep the following buzzwords out of your CV to avoid getting shortlisted by the hiring manager:

Hard Working

Stating that you are hardworking is not enough to prove your work ethic to potential employers. Instead of using the buzzword, mention times when you went the extra mile for your company. This could be an additional project that led to a promotion. Prove that you are a hard worker. Don't just state it.

Creative

Would a creative person list that they are creative or show that they are creative on their resume? Most likely, a creative person would find a unique way to depict their creativity.

Creative Opportunities for Resume

- Color Blocking
- Font Choice (but not too wild or hard to read)
- White Space
- Infographics
- Prioritize Information

Strong Communication Skills

Every employer wants an employee with strong communication skills. However, a more professional method to depicting your strong communication skills is to use well-structured sentences, and perfect spelling and grammar. Also, organize your CV so it is easy to read.

Works Well in a Team

A great team player is important for almost every job position. Demonstrate your ability to work well on a team with job descriptions. Include your interaction with co-workers and clients.

For example:

- Format information for internal and external communication - memos, emails, presentations, reports
- Be the point of contact between the executives and company employees/clients and manage information flow
- Screen and direct phone calls and distribute correspondence

Results-Driven

Everything is motivated by needing a result. Therefore, even if we only get out of bed during the day, we are all results-driven. Employers do not want to hear that you are results-driven but HOW you are results-driven.

- Did you create a new program at your previous job leading to an increase in efficiency?
- How did you generate revenue?
- Did you streamline a process?
- What projects did you deliver?

Show your employer tangible facts and figures of how you create results. Don't just talk about what you did, talk about what was achieved.

Thought Leader

A thought leader is the informed, go-to expert in their field of expertise. Examples of thought-leaders are Steve Jobs, Elon Musk, and Bill Gates. If you are thought leader than you are probably not writing a resume anymore.

A more modest approach would be to explain your expertise in the field, including awards and achievements or any special recognition from your employer or associations.

A great resume can determine whether you receive an interview. The trick is knowing what to include and exclude. Deterring from these cliché buzzwords can help your chances of standing out and getting the job.

Interview Questions to Avoid Asking Infographic



Some interview questions should be avoided to prevent a lawsuit. Know those questions before you meet your first candidate.

How to Avoid Asking Illegal or Inappropriate Interview Questions

Some interview questions are obviously discriminatory and avoided by all employers. Other questions are more subtle. Learn what questions to recognize and avoid.

This infographic is based on the Society for Human Resources Management (SHRM) guidelines.

Birthplace, Ethnicity, or Religion



Avoid questions regarding a candidate's birthplace, religious, or ethnicity.

DO ASK:

1. Are you eligible to work in the United States or would you need an employer to sponsor a work visa?
2. What languages are you fluent in?
3. Can you work the days required on the schedule?

DONT ASK:

1. What country are you from? Where were you born?
2. What is your native language?
3. What religion do you practice?

Marital Status, Children, or Sexual Preference



Marital status, children, or sexual preference should not be a concern when hiring.

DO ASK:

1. Are you available to work overtime on occasion?
2. What are your long term career goals?
3. Are any of your references or qualifications under a different name?

DONT ASK:

1. Do you have or plan to have children?
2. Is this your maiden name?
3. If you go on maternity leave, do you plan on returning to work?

Gender or Age



Ask questions regarding whether the candidate can handle the role but avoid gender or age questions.

DO ASK:

1. What can you bring to this role?
2. Are you over the age of 18?
3. Do you have a degree or other qualification related to this role?

DONT ASK:

1. We have always had a man/woman perform this role. Do you think you could do it?
2. How much longer do you plan to work before you retire?
3. When did you graduate?

Location and Lifestyle Choices



What an employee does outside of work should have no bearing on whether they are suitable for the job.

DO ASK:

1. Are you able to be at this job by 9 AM?
2. Are you a member of any professional group that is relevant to this role?
3. Do you have any upcoming commitments that will make you miss work?

DONT ASK:

1. Where do you live?
2. Are you a member of any club or organization?

Simple Stretches You Can Do At Your Desk To Relieve Tension



Sitting at the office for hours can cause extreme stress on your body. You may start to feel pain in your lower back, shoulder, and even your hands. A one hour yoga class can help relieve your body's tension. However, the class cannot repair damage from sitting for eight hours daily.

Fortunately, there are yoga poses that you can do at your desk to prevent chronic strain on your body. Try these poses at work to maintain a healthier and happier body.

Seated Crescent Moon Pose

Do you notice that your left or right shoulder is more sore than the other? Usually the shoulder that is more sore is on the side of your dominant hand. The dominant hand usually maneuvers the mouse and performs more actions on the keyboard.

Due to the overuse, your shoulder is often lifted, leading to stress.

Seated Crescent Moon Pose can help you avoid discomfort that your shoulder experiences. Lift your arms overhead and stretch your fingers wide. Relax your shoulder blades back and down. Lean to the left and take two to three breaths.

Switch sides and repeat.



Wrist and Finger Stretches

Carpal Tunnel Syndrome is a serious problem for many office workers. The syndrome occurs from typing which leads to pressure in the forearm's median nerve. Hand stretches are important to prevent irritating the median nerve.

Wrist and Finger Stretched releases your fingers, wrists, and forearms. Extend one arm overhead or in front of you. Flex your hands. Clasp the fingertips with your other hand and stretch your palm open. Switch sides
Extend both arms in front of you. Make fists and release. Repeat 5-10 times.



Chair Pigeon Pose

Tight hip flexors can wreak havoc on your body. Walking, sitting on the ground, and bending down can become more difficult. Avoid tight hip flexors with hip openers.

Chair Pigeon Pose is effective for almost every level of flexibility. Sit at your chair with both feet planted on the ground. Cross your right ankle over your left knee to create a 90 degree angle. Keep the foot flexed. Maintain equal weight between your hips. To get a little more stretch you can lean forward in your chair. Switch sides.



Chair Twist

Tight backs lead to a decreased range of motion. A Chair Twist can loosen and realign your back. Your spine can become more mobile to do the things you love outside of the workplace.

Sit at your chair with your feet planted. Turn to your right, using the arm rest or back of the chair to deepen the twist. Hold for three to five breaths. Switch sides.



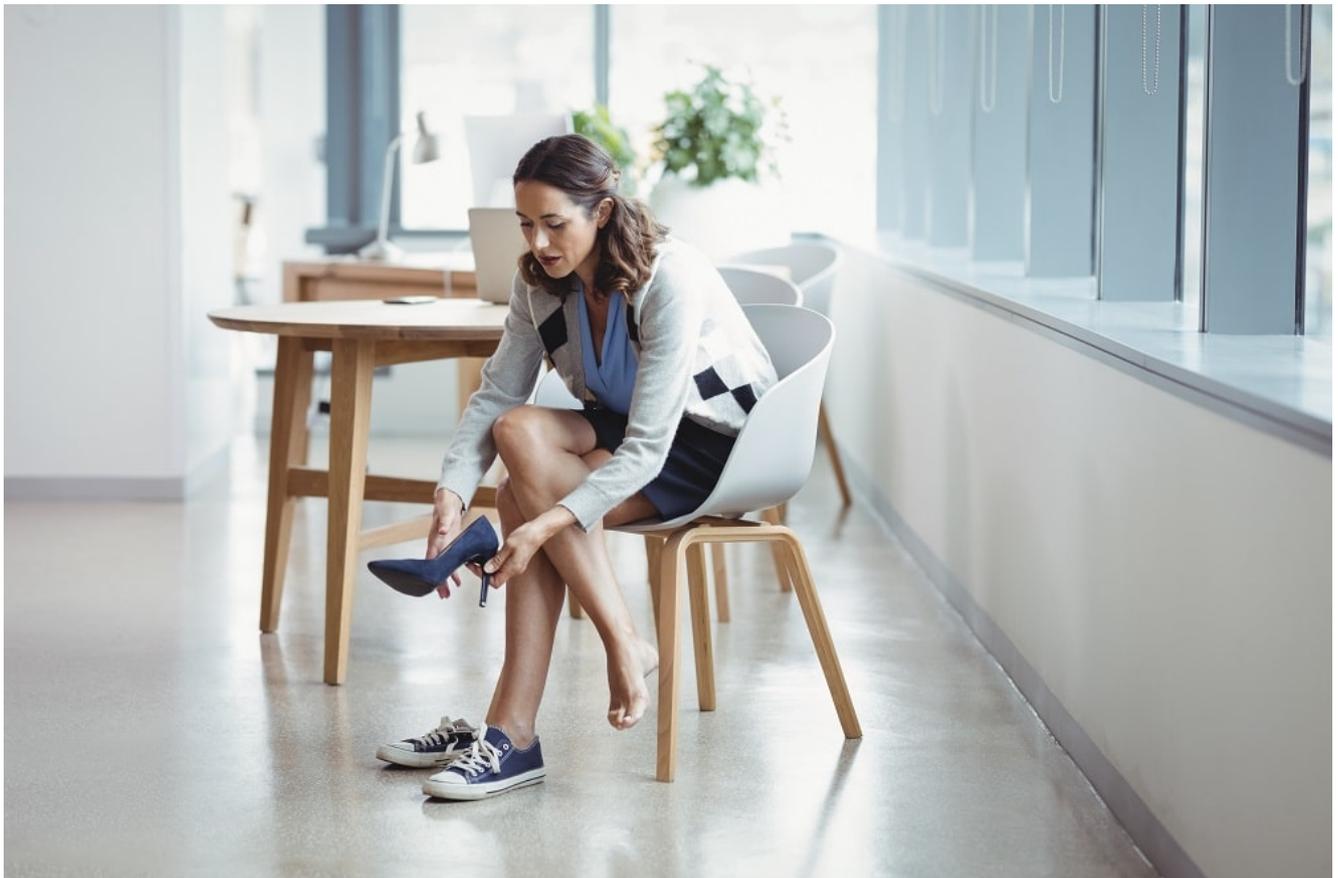
Ankle Rolls

We often think of the pressure that sitting has on our upper body but our lower

bodies also experience stress. When you sit at a desk, your feet are often remaining in a flexed position for hours.

Many women also wear heels which deepens the damage to the tendons of your feet. If you wear heels to work, switch to flats! Great fashion is not as important as maintaining a healthy body.

Ankle Rolls are a subtle stretch that can be done at your desk. Outstretch your right leg. Point and flex your foot. Roll your ankle in both the flexed and pointed position. Switch legs.



Shoulder Rolls

Sitting at a desk can also cause tension in your neck. A tight neck can create excruciating pain in the upper back. Use shoulder rolls to improve posture and release throat tension.

To perform shoulder rolls, sit on the edge of your chair without your back touching the back rest. Plant your feet hip width apart on the floor. Lift your left shoulder to your ear. Slowly roll your shoulder around and back. Switch sides.



Open Chest Stretch

Opening your chest is not only great for your posture but can also provide you with a burst of energy. The pose opens the chest, decreasing rounded shoulders.

Sit near the edge of your chair and interlace your fingers behind your back. Lean forward slightly, lifting your arms so you feel the stretch in your chest. Hold for 10 to 15 breaths. Release and repeat three to five times.



Set aside a few minutes every two to three hours for yoga poses. Your body will thank you and you can move throughout the day more stress-free!

Four Causes of an Unproductive Workplace



Have you ever heard a business owner say they want to be less productive? I have not! Most business owners want to save time and money.

However, workplace productivity is not always easy. A healthy workflow requires collaboration for the business owner and team to succeed. Learn how to avoid these common workplace problems to prevent tasks from taking hours to complete.

Poor Systems Communication

We create new client file or update important documents almost every day. If your coworkers do not receive the same information then important company procedures could be postponed.

Cloud-based file sharing has become one of the most efficient methods to collaborate information within a company. No longer will you have to email documents within your company. Simply create shared folders that can be accessed by the necessary team members.

There are several file sharing systems that could work for your company.

Dropbox

Dropbox allows you to take your documents, photos, and videos anywhere you go. Place files in your Dropbox and share quickly with a link.

Lastpass

Lastpass allows you to “organize and create strong passwords”. Login to Lastpass, save a password, and share with essential team members. No longer will you have to ask for credit card information or login information every time you need it!

Google Drive

Google Drive provides file sharing and document creation software. More than 120 million users choose to use Google Drive. Users gain free access to 15 gigabytes of shared storage, which includes Gmail. Files can be shared privately with anyone that has a Gmail Account.

Unfortunately, if the user does not have a Gmail account then the file will have to be made public through a shareable link. Many businesses choose not to use

Google Drive since the business owner cannot rely on every team member or client utilizing Gmail.

Pointless Meetings

Have you ever been in a meeting and realized that you really don't need to be there? Most employees have! Verify meetings are operating efficiently to save time, money, and frustration.

Tips to Create an Effective Meeting

- Plan an agenda.
- Make sure you need the meeting.
- Ensure appropriate participation.
- Review work prior to the meeting.

Not Collaborating with Remote Employees

The internet has made hiring remote employees easier and more affordable. Employers also have access to talent from around the world.

A survey completed by The Global Leadership Summit in London found that 34% of business leaders claim that more than half of their workforce will be remote in 2020. The problem is maintaining collaboration with coworkers.

To create a better collaboration process, maintain weekly meetings through a conference call. Also, watch that your team is uploading and maintaining documents through file sharing software.

Unorganized Files

A subscription to Dropbox and Google Drive is not enough to keep your folders organized. Each team member needs to stay aware of folder placement, file name, and more to avoid losing hours of recreating documents. Manage a simple file sharing system to help maintain a productive workflow.

Tips to Organize Your Files

- Collaborate with team to ensure that everyone is using the same file share software.
- Limit folder creation. Think in hierarchies when you create your folders, such as client names or projects.
 - Don't save anything on your desktop.

Developing a healthy workflow will not occur immediately. Consistent organization and collaboration can lead to an increase in workplace productivity.

The Hidden Costs of Low-Ball Offers



Making an offer to a candidate at the lowest end of the range (or below) is just being responsible for your budget, right? At first glance you may think so, but are you really saving money? In my 20+ years of experience in putting candidates and companies together my answer would be a big NO, especially in a market that is very competitive for talent, and the better candidates may have other offers to consider as well.

Some of the companies that are known for making low offers feel they are being shrewd in their negotiations with candidates, and some even justify their low offers by saying they are trying to make sure people are accepting their offers because they really want to join their company and it's not just about the money.

And while that may be true, but the company better have other things going for them (excellent benefits, unique or interesting technology, advancement opportunities, better commute, etc.) to keep those new hires onboard.

In some cases a company is not even aware they are making a low offer, but rely on some salary guide that is out of touch with the realities of the market.

From a candidate's perspective, the salary negotiations and enthusiasm for accepting an offer and joining a company that makes a low offer is drastically different from a company that makes a good (or even just a fair) offer. Candidates that are currently unemployed with no other pending offers may be reluctant to accept a low offer thinking they may miss out on a better offer. Or, they may accept the offer but continue to look for other/better opportunities and leave within a year anyway, leaving the company to go through the recruiting and training process again and incur all of the costs associated with it.

If the candidate receives a low offer from a company they quickly begin to lose the excitement they had when they applied for the position, and begin to wonder if the company will be cheap in other resources and in future raises. And if they have other offers, a low offer can make an offer from a less desirable company look better and increase the likelihood they will take the other offer. In some cases, a delayed counter-offer from their previous employer may also be more tempting if they have accepted a low offer from a new company.

You also need to consider the costs incurred by the position being open longer because you can't get your offers accepted. There are costs associated with someone not being in the role you are trying to fill, and the revenue that would be generated by a good, productive employee being in that role. Insurance companies and the American Management Associate calculate that each employee generates between 5x-10x the salary they are paid in revenue for the company. You can see how quickly the costs for every day the position remains open can accumulate. Not to mention the burnout of the other employees that are picking up the slack.

While salary guides can be useful tools they should not be relied on completely since you also have to take into account what your competition is offering for the same talent. Knowing and exceeding a candidate's salary expectations can pay off big dividends because the candidate is more motivated to show they are worth the

money you are offering, and will work to exceed your expectations as well, which will ultimately save the company money in the long run. Remember, you get what you pay for. A happy and productive employee is a very valuable asset. Let them know you really want them on your team with a good offer and enjoy the additional benefits. It ultimately saves you more money than a low offer and increases your chances of attracting top talent.

How-To be a Successful Business Person



Successful business leaders are not just lucky. They work hard and develop character traits that make them dependable employees.

If you are trying to get a raise, promotion, or new job, there are adjustments you can make to your work ethics to achieve your goals. Each of these habits can be started today!

Be on Time

Punctuality is not only courteous but conveys respect. However, there are people who really struggle with it.

You must learn to be on time to be a successful business leader. This means meeting deadlines, and arriving to work and meetings on-time.

Respect Your Employer and Co-Workers

Treating employers and co-workers respectfully seems obvious. After all, you probably spend more time with your co-workers than almost anyone else in your life. Why wouldn't you be respectful?

However, many employees develop a superiority complex that prevents them from respecting their employers and co-workers.

Lack of respect can permanently prevent your improving your job title. It is important to start acknowledging and appreciating other's efforts. No one will trust you to take on more work without mutual respect.

Avoid Gossip

Office places always have one or two gossips. Most of the time, these employees are not the managers of the company. Do not get involved with gossip if you want to be successful. You will only get yourself stuck in a trap of "he said, she said" that could send you looking for a new job.

They Speak Up at Meetings

If you want to be successful then you must make your opinion heard. The best method to voice your knowledge is at meetings. Before every meeting, contemplate the problems, issues, and concerns that the company is facing. Develop a few productive ideas that could help the company improve.

If you create a noticeable difference in the company you could be more likely to be considered for the next promotion that becomes available.

They Don't Over Apologize

The ability to apologize is great but can you ever apologize too much? If you are trying to be successful in business then yes!

The Submissive Guide states that, "while seemingly harmless, stating unnecessary things as apologies tends to result in two effects: you essentially undercut every legitimate moment where an apology is actually needed by

constantly apologizing (making your apology less valuable) and the negative phrasing that you use either lowers others' opinion of you (because you're constantly associating yourself with a negative exchange of some kind), or insults them because, by apologizing for essentially existing in their presence, you're indicating that you suspect them to be inconvenienced by everything you do (thereby undermining any positive relationship you have with that person)."

In summary, if you are constantly apologizing then you will paint yourself in a negative light, therefore lowering your co-worker's opinion of you. Constantly apologizing could also insult your co-worker by conveying that you are constantly inconveniencing them.

Learn to not apologize unless absolutely necessary!

Don't Say "Yes" to Everything

Saying "yes" to everything can prevent you from doing a great job at anything! You will spread yourself too thin trying to please everyone. Initially, you might think that you will impress everyone by your ability to complete a variety of tasks. However, the quality of your work will probably be inadequate, and you may be viewed as someone that can't prioritize.

Wouldn't it be better to produce superior outcomes, even if there are fewer?

Ask for Help

Somehow, we have developed the idea that asking for help is a bad thing. Many people think asking for help is an act of weakness. In reality, most successful leaders will tell you that you cannot do it alone. It can also show you know how to delegate.

Benefits of Asking for Help

- Creates Community
- Achieve Your Vision
- Develop the Skill of Receiving

Own Up to Your Mistakes

Even Bill Gates made a mistake at one point. If you made one... or two... or three... it's okay! What is not okay is shrugging your shoulders and telling management that you had no idea who did it. Most likely, you will be caught for your mistake AND lying!

Steps If You Made a Mistake at Work

1. Apologize (once)
2. Figure Out How to Fix What Went Wrong
3. Make a Plan for the Mistake Not to Occur Again
4. Tell Your Boss What You Learned From the Mistake

Seven Techniques to Increase Productivity at Work



If you feel like your day is getting control of you instead of the other way around, these tips may help.

Seven Techniques to Increase Productivity at Work

While writing this article on work productivity, I went on Facebook, checked the weather, got some coffee, and called a friend. Distractions can be extremely

debilitating to your work performance. However, there are techniques that prevent distractions from adding hours to your work day. Learn how to increase productivity for shorter days and greater work results.

Track Your Behavior

The first step to increase productivity is to raise awareness of your work distractions. To do so, you must know how much time each task is taking you.

Use an Excel spreadsheet to track an average work day. Note the task, time, and distraction that occurred. At the end of the day, you may know which tasks are more distracting.

Decorate Your Workspace

You sit at the same spot for the majority of your day. You may get up to go to the bathroom, eat lunch, walk to a meeting but overall, you stay at your desk. A burst of color can make you feel happier and more relaxed.

How-To Decorate Your Workspace

- A plant
- A fun mug
- Family photos
- Decorative bookends
- Your favorite team's memorabilia

Get Your Most Dreaded Task Out of the Way First

Most of us have a task that we dread the most. Complete your least favorite task first. That way, you are not dwelling throughout the day or putting yourself in a "procrastination" mode, and the other work will not seem as daunting.

Move Your Body

Our mental focus is directly related to our physical routine. In other words, if you are exercising your body, you are exercising your mind. Next time you find yourself staring at the wall or dozing off, take a five-minute walk or perform a set of stretches.

How Exercise Improves Your Work Performance

- Improved Concentration
 - Increased Stamina
 - Lower Stress
- Enhanced Creativity
 - Faster Learning

Write Down Your Daily Goals

Improve your work performance by writing down your daily goals with an attainable timeline. Writing down your daily goals can set you up for success every day.

Productive Methods to Writing Down Your Goals

- Each morning take a pen and a piece of paper and write down your 5 top goals. Don't look at the day before, just think about what you want to accomplish most and write them down.
- Remember to write them in the positive present tense and remember to set a deadline for each goal. For example, you could set the goal "complete my report by 2:00 today."
 - Do this for all 5 goals.

Writing down goals will help you come up with new ideas to improve efficiency and new subjects to test.

Say "No" to Meetings

To save money and valuable time, meetings should only be held when absolutely necessary. Tesla CEO, Elon Musk, runs his famously efficient meetings.

According to Musk, “Meetings are expensive. Assuming the fully-encumbered cost of an engineer can be between \$80-\$100 per hour, having a 10-person meeting can cost a company around \$1000 an hour!

“For \$1000 per hour, that meeting better damn well be worth it.

How Musk Runs Efficient Meetings

- Require that everyone be prepared
 - Reduce everything to basic facts
 - Keep the long-term vision in sight
- Don't expect more at your meeting than you are doing yourself

Work in 90 Minute Intervals

Science proves that breaks can increase productivity. This phenomenon is due to the Ultradian Rhythm, or ninety-minute sleep cycle.

Nathaniel Kleitman, “the father of sleep”, discovered the Ultradian Rhythm.

According to the theory, people's brains are highly active for ninety minutes followed by low activity for twenty minutes. The brain uses more energy than any other organ by 20 percent. After you work really hard, your brain decreases activity which you perceive as foginess, tiredness, and haze.

Set your timer for ninety minutes. After ninety minutes has passed go on a walk for twenty minutes to return refreshed.

Successful people work productively! Utilize these seven techniques to increase your productivity and build the career of your dreams.

What Hiring Managers Look For in

a Great Potential Employee



Hiring managers are looking for more than skills and experience to give you the job. The job market is tough and you must make yourself stand out. Whether you are looking for a career change or an upgrade to your job, you can improve the likelihood that you will get the position with these seven traits.

Natural Leader

All employers want to see that you have the ability to lead. This proves that you have potential to move up the career ladder. Hiring and training natural leaders can be a long-term investment. Prove that your leadership skills can be developed to make yourself stand out in the company interview.

The following are questions and answers that depict leadership. Determine if this interviewee is you and find a creative way to answering the questions.

Leadership Interview Questions

How would you attract someone to listen to you and to follow you?

Having charisma, being a role model, and connecting with others.

Describe a situation when you successfully led someone toward the success of a big goal.

Answer Tip: You should always choose a positive situation. Talk about a moment when person you led achieved the goal they wanted. On the top of that, you

should be able to demonstrate your leadership qualities and an added value on the examples.

When have you had a problem with motivation?

Sample Answer: “ I have never had problems with personal motivation. Of course, there are difficult situations in job, especially if one is a leader and carries all the responsibility on their shoulders. But I somehow understand in my head that setbacks are essential steps on the way to final success. This is my personal philosophy.”

Creative

Successful companies rely on innovation to get ahead. If you think outside of the box then it is more likely that you can get the job and increase your position in the company. Recruiters are always looking for a potential employee that can bring something new to the table.

When you are speaking with a potential employer, provide examples of when you have used innovation for company development.

Passionate

Passion almost always trumps high qualifications. Employers are looking for passionate employees who will work the hardest. Even if you do not have the right qualification, make sure that you show your passion in your interview, resume, and cover letter.

How Introverts Can Show Passion During a Job Interview

Use your superior listening skills to find instances where you can talk about your interests in relation to the job. Better yet, you can come up with ways to steer the conversation toward your interests, such as by asking your interviewer questions. You may also want to state your excitement and interest in the position at the end of each interview. Don't be afraid to show them the passion you have for this opportunity. It may be the thing that puts you first in their mind when deciding who to hire.

Fast Decision Making

Employers look for fast decision makers who create efficiency in the company. According to Forrester, for every hour a product team takes on heads-down work, they spend another 48 minutes waiting for decision makers. That equates to 3.5 hours of “wait time” in an average eight-hour day. If a company cuts wait times in half, it can gain more than \$370,000 annually in productive time across a 25-person team.

Faster decision makers can save the company money. Show that you make smart, efficient decisions to get hired.

Commitment

The success of an organization is often determined by the commitment of their employees. A dedicated, persistent and committed employee will improve the performance of a company. Show that you are dedicated to the company’s purpose during your interview.

Key Characteristics of a Committed Employee

- Good Communication
 - Well Organized
 - Enthusiastic
 - Positive

The Will to Win

A great employee consistently improves their work performance. This determination means that they exceed the expectations every day for the company. Employees with the will to win make a lasting impression.

Prepare yourself to make a lasting impression as a committed and responsible employee if you are applying for jobs. Your first impression could determine whether you get the job of your dreams.

How-To Build Great Company Culture



Wouldn't it be great if you weren't constantly forced to train new employees? A great way to maintain your employees is to build a thriving company culture. Doing so, influences your employees to work cohesively as a team, therefore drive productivity and business success.

Creating a great company culture is not easy. However, the benefits from investing in your team can improve the performance of your company and keep employees with you longer.

Learn from the Past

Your past can be your greatest teacher. If your company struggles with culture, review the mishaps. If they are reoccurring then consider the root of the problem. Was it a lack of communication or management oversight? On the other hand, consider when you had great company culture. What cultivated the success?

Create a Culture that Aligns with Your Core Values

This is your business. It is important to find staff that aligns with your values. The first step is to figuring out what is important to you.

Core Values to Consider

- Teamwork
 - Quality
 - Innovation
- Customer Service
- Sense of Urgency

Hire Employees Who Complement You

Identify your strengths and weaknesses, and then fill in the gaps. You should hire for what your company needs. The employee will adapt much better to your office when they feel important. Doing so, will create a more well-rounded team.

Communicate With Your Team

Communication is key in relationships – even business relationships! Make sure you are communicating with your employees and they are communicating with each other. Important communication should also be in-person, rather than over email, phone, or text.

If your company is struggling with communication then consider the following tips:

- Hold Weekly Meetings
 - Offer a Platform, such as Officevibe, for Anonymous Feedback
- Watch Your Body Language - Remember to smile, maintain eye contact, and keep your arms uncrossed.
 - Know When to Listen
 - Keep Your Door Open

Carefully Evolve Your Culture

Building a great company culture will not happen overnight. First, make sure that you have a clear vision for what you want. Second, introduce those changes to your employees and seek employees with the same values.

Build Excitement About Your Company

Your employees must believe in your company. To build excitement about your brand, you must show your own excitement!

How-To Build Brand Excitement

- Hold an Event. For example, celebrating the release of a new product or service.
 - Individually thank employees for a job well-done.
- Create beautiful marketing material - Videos, Facebook Posts, or Guest Blogs.

If you create a culture where people love coming to work then you can expect to see an improvement in company performance, and most important, an improvement of your happiness and the happiness of your employees.