

BUILDING POSITIVE CULTURE FOR DISTRIBUTED WORKFORCES

Consider a WEapproach to support company culture inside and outside the office.

ANALYTICAL

Encourage leaders to communicate the value and importance of culture to your organization.

Share data that connect culture to positive business outcomes.

Consider programs and events that engage attendees in problem solving.

Engage staff by asking them to test out new platforms and technologies.

Identify long-term applications of your initiatives to support today's circumstances and tomorrow's blended workforce.

Continue to highlight the vision for the company and positive future outcomes.

CONCEPTUAL

STRUCTURAL

Honor your company traditions.

Create consistency in your initiatives and programs so employees know what to expect.

Provide clear examples of how individual roles contribute to the organization.

Show employees that you care by checking in on them regularly.

Invest in initiatives that support employee wellbeing, including their mental, emotional and physical health.

Foster connections between staff through events as well as technology platforms.

SOCIAL

1/3 ← EXPRESSIVENESS → 3/3

Share out information and engage staff in culture initiatives in a variety of ways, including your intranet, chat channels, email, etc.

Share out information and engage staff in culture initiatives in a variety of ways, including video platforms, phone calls or in-person events when appropriate.

1/3 ← ASSERTIVENESS → 3/3

Engage employees in culture initiatives by building consensus through employee pulse surveys or upvoting ideas to a suggestion box.

Engage employees in culture initiatives by incorporating some friendly competition or prizes.

1/3 ← FLEXIBILITY → 3/3

Follow through on commitments and give initiatives time to take hold.

Make iterative improvements and seek out ideas from employees to improve upon your culture.