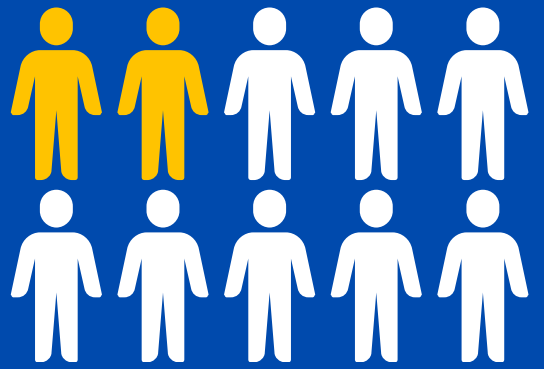


BUILDING A *BETTER* WORKPLACE CULTURE

A positive company culture is the
"backbone of a happy workforce" ¹

40%

of workers rank culture as "very important" ²



But only **2 in 10** of US employees feel connected to their company's culture ³

How you can help build upon your company culture

As a Collective...

- **DEFINE your values** ⁵
- **SET goals** around those values
- **ASK employees** about what they want to see
- **LISTEN** and encourage an open environment of listening
- **BE OPEN** to feedback, **ACCEPT**, and **LEARN from mistakes**

As an Individual...

- Celebrate others ⁴
- Set the example you want to see
- Get to know your team on a personal level
- Become a "culture champion" and embody the values and vision of your company

The **Benefits** of a **Positive Company Culture** ¹

- Better recruitment & retainment
- Higher employee loyalty
- Higher job satisfaction
- Higher work performance and collaboration
- Reduced workplace stress

References

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