

Business culture is one of the most common topics of conversation in the corporate world, but this term takes on new meaning when you consider how important it is to the success of an organization's employees. A company's culture comprises values, attitudes, beliefs, and behaviors that the members of an organization share. These are rooted in the company's goals, strategies, structure, and approaches to labor, customers, investors, and the greater community.

It's easy for employee morale to suffer when the company's vision doesn't align with each employee's personal goals. To start the year strong, getting everyone on the same page regarding your company's goals and overall mission is essential. Here are four tips to revive company culture in the new year.



Help Employees Grow

A healthy workplace culture is one in which team members feel supported and encouraged to be the best versions of themselves, professionally and personally. Employees who don't think their company is truly invested in them can sometimes feel hopelessness, helplessness, and even crippling anxiety. If you want your company to thrive, ensure each person feels valued and supported.

A company culture that nurtures employee growth inspires team members to be their best selves. Many companies offer training programs to help employees grow. These workshops often include training on how to manage a growing team. But focusing on your employees' health and inner alignment will undoubtedly enhance performance from sharper, happier, and more committed team members that attract top talent who want to be a part of your organization. Instead of focusing on job-specific training, you can encourage employees to broaden their lives with soul and life-enhancing workshops and experiences. Some examples might be encouraging staff to try a new hobby, taking time off with pay to travel, hiring an executive coach, and holding a company retreat where they can connect outside the workplace.

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Boost Team Energy and Vibrations

Many of us are eager to make significant changes in the New Year to improve our lives. However, we must realize that small things can pack a huge punch. For example, negativity has been shown to attract anxiety, fear, depression, and anger, while excitement and gratitude are magnets for positive energy. The more we infuse our work environment with positive energy—making it a safe space where people can function—the more positive interactions and relationships appear.

This starts at a leadership level, so executives should make intentional choices that will inspire and elevate every level of the company. A great way to do this is by setting the tone for your team with intention; leaders must take responsibility for their actions—so managers should make an effort to have personal interactions with every member daily. A smile, open body language, healthy eye contact, and enthusiasm can go a long way in uplifting someone's mood during an otherwise difficult day. Remember that most people spend most of their waking hours at work and are likely to carry over these positive interactions into other parts of their lives.

Set Clear, Strong Intentions

Many companies make a tradition of re-evaluating their goals and priorities during the new year. Some organizations even go so far as to create a new vision statement or mission statement. This can help employees understand why they are working at this company and how they can contribute to its growth. When individuals are aware of the goals they are working to achieve, they are more likely to be motivated and committed. Companies that help their employees connect with the organization's mission, vision, and values have more motivated workers.

Managers should consider how their organization's mission and purpose can be strengthened and improved each year. To create a culture in which employees are encouraged to set their preferences based on the organization's goals, managers can encourage them to participate in projects aligned with those goals by carefully framing requests. This is done by asking team members how they would like to contribute at the beginning of each project, then giving them a chance at least once per quarter to share what they've learned from their experiences and adjust their preferences accordingly.

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Define Success Together

A company's culture is a moving target, and it's only possible for leaders to define and manage it by including everyone in the conversation. To achieve success with a culture reset, leaders must define the vision for 2023 that everyone can visualize, then work hard to make this idea a reality. This isn't just something the leaders write on their whiteboards; it requires a collaborative effort among all levels of your employees, from directors to interns.

Schedule time to communicate and brainstorm about what you're working towards. Everyone should be able to describe what it will look and feel like when they hit each goal. For example, ask employees questions such as: What will success look like? How do we want our organization to be in 12 months? How can we achieve our goals as a whole company? Having these conversations with your eyes on the prize is essential, so you can identify anything that might stand in the way of what you're trying to accomplish as a company.

When employees are not in sync with the company's culture, it can stall the business's momentum. The beginning of the year is a great time to focus on your company's culture by investing in your employees' well-being, raising team energy, setting clear intentions, and creating a shared definition of success. Getting everyone on the same page will ensure a clear direction for the next four quarters and beyond.

About EG Workforce Solutions

We've been in this business for decades and have developed a deep network of professional connections. Whether they're companies looking for talent, job seekers looking for work, or an up-and-coming store in need of some temporary help, we know the right people to bridge the gap between the hiring and the hired.

But what's more, we get to know people. From employers hiring to candidates looking, we take the time to listen and learn. We hear your likes, talents, and needs. We gain an understanding, and with it, we're able to facilitate lasting relationships between businesses and people.

