Presenter

Brad Sytsma
Product Manager
Terryberry

Work Culture

Agenda

- Do's and Don'ts of building the best work culture

- Impact of a strong work culture

- Why work culture is important

- How to tackle improving your work culture

What Is Work Culture?

- A collection of values, beliefs, behaviors and expectations

- Guides employees in day-to-day interactions

- Directs company decisions & strategy

Why Is Culture at Work Important?

- Supports employees

- Promotes well-being of staff and the company

- NOT feelings before profits

- Establishes harmonious beliefs and attitudes at the workplace

Why Is Culture at Work Important?

67% of leaders and employees said, "culture is more important than strategy or operations

66% of employees believe positive cultures impact their work for the better every day

- Disengaged employees are 2.8x more likely than engaged employees to leave a job for a better culture

- A healthy work culture is 10 times more important to employees than pay

- Toxic company culture was the top reason cited as the top reason employees quit in 2022

- 53% of employees say they experience culture through recognition and celebrations, and 69% would work harder if they received more recognition.

Toxic Company Culture
Characteristics of Toxic Culture

- Employees feel need to come in early and/or work late

- Pressure to not take breaks or not take full break

- Emphasis on hours worked

- Reluctant to use PTO or sick days

- Answering calls, emails, IMs after hours and/or on weekends

- Pressure to "keep up" and an inability to say no or set boundaries

Toxic Company Culture

Effects of a Toxic Culture

77%

Of American workers have experienced burn out at their current job

1 in 10

Employees surveyed across 17 countries have been putting in more than 20 hours of free work per week

½

of millennials

Say they have left a job because of burned out

Toxic Company Culture
Health Impact of a Toxic Culture

Physical
Health Risks

| Type 2 Diabetes | Digestive problems | Stroke | Heart attack |
| High blood pressure | Muscle tension | Fatigue | |

Mental
Health Risks

| Anxiety | Depression | Burnout | Insomnia |

How a Great Company Culture is a Competitive Advantage
Improved Employee Retention and Engagement

Only **2/10** employees feel meaningfully connected to their company's culture

82% of employees believe it's important their company has a purpose

32% Overall Employee engagement in 2022 declined to a mere 32%

70% of employees say their personal sense of purpose is defined by their work

How a Great Company Culture is a Competitive Advantage
Better Business Outcomes

Highly engaged teams realize

- 81% difference in absenteeism

- 14% increase in productivity

- 10% increase in client ratings

- 18% increase in sales

How a Great Company Culture is a Competitive Advantage

Attract Talent, Smoother Recruitment

Joe R.
MI
0   2

★☆☆☆☆   5/25/2023

So disappointed I am going to [redacted]. This place honestly had no respect for its customers.

Useful   Funny   Cool

Cam D.
MI
0   3

★★★★★   4/17/2022

Best [redacted] I have been to in a while. Everyone there was super nice and the experience was just so good. One worker we met there was David. He was one of the coolest workers I have ever met.
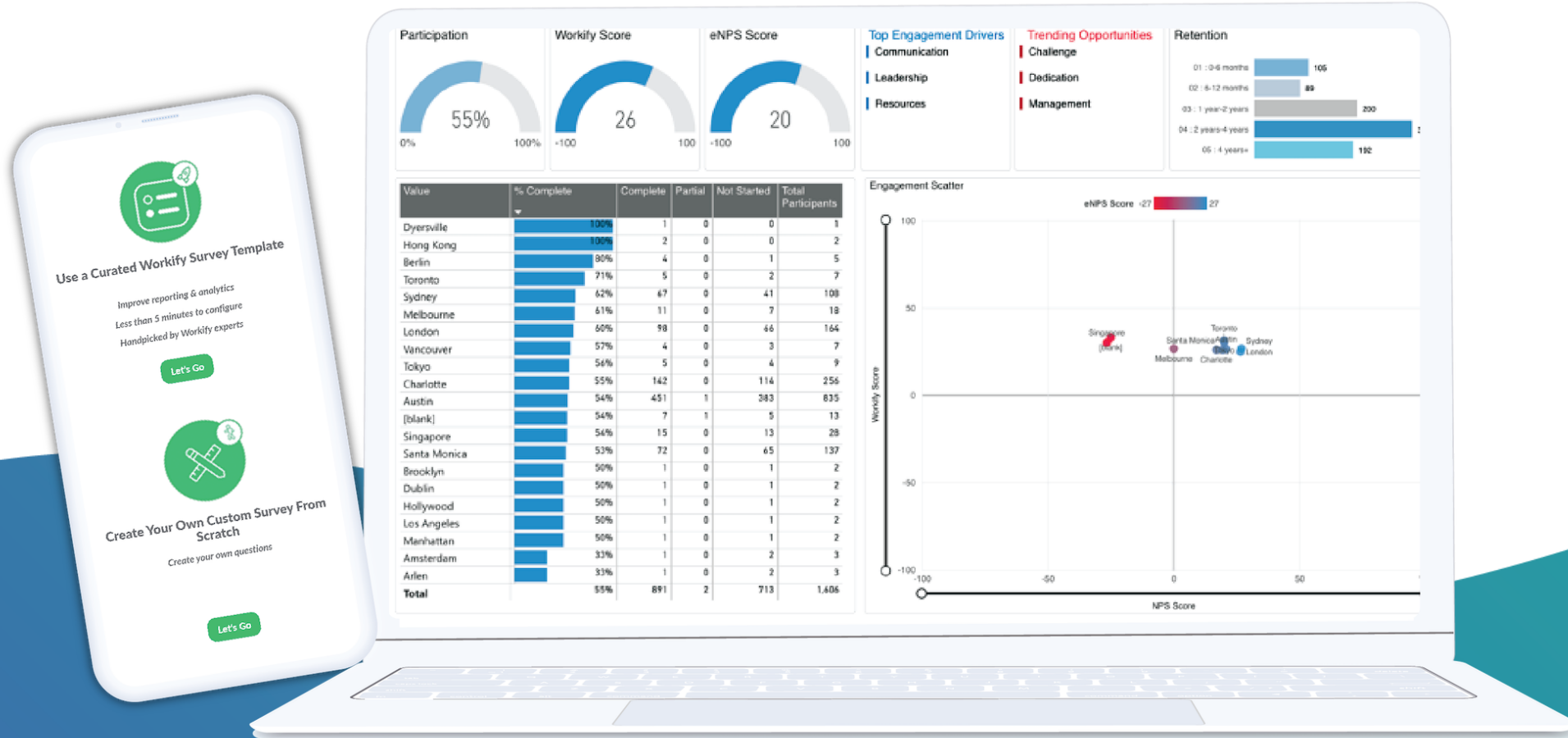
Useful   Funny   Cool

How a Great Company Culture is a Competitive Advantage
Millennial Expectations

Perform Your Own Culture Audit

Step 1: Survey Your Team

Use a Curated Workify Survey Template

Improve reporting & analytics
Less than 5 minutes to configure
Handpicked by Workify experts

Let's Go

Create Your Own Custom Survey From Scratch

Create your own questions

Let's Go

Participation
55%
0%   100%

Workify Score
26
-100   100

eNPS Score
20
-100   100

Top Engagement Drivers
- Communication
- Leadership
- Resources

Trending Opportunities
- Challenge
- Dedication
- Management

Retention
01 : 0-6 months — 105
02 : 6-12 months — 89
03 : 1 year-2 years — 200
04 : 2 years-4 years
05 : 4 years+ — 192

Value	% Complete	Complete	Partial	Not Started	Total Participants
Dyersville	100%	1	0	0	1
Hong Kong	100%	2	0	0	2
Berlin	80%	4	0	1	5
Toronto	71%	5	0	2	7
Sydney	62%	67	0	41	108
Melbourne	61%	11	0	7	18
London	60%	98	0	66	164
Vancouver	57%	4	0	3	7
Tokyo	56%	5	0	4	9
Charlotte	55%	142	0	114	256
Austin	54%	451	1	383	835
[blank]	54%	7	1	5	13
Singapore	54%	15	0	13	28
Santa Monica	53%	72	0	65	137
Brooklyn	50%	1	0	1	2
Dublin	50%	1	0	1	2
Hollywood	50%	1	0	1	2
Los Angeles	50%	1	0	1	2
Manhattan	50%	1	0	1	2
Amsterdam	33%	1	0	2	3
Arlen	33%	1	0	2	3
Total	55%	891	2	713	1,606

Engagement Scatter

eNPS Score -27   27
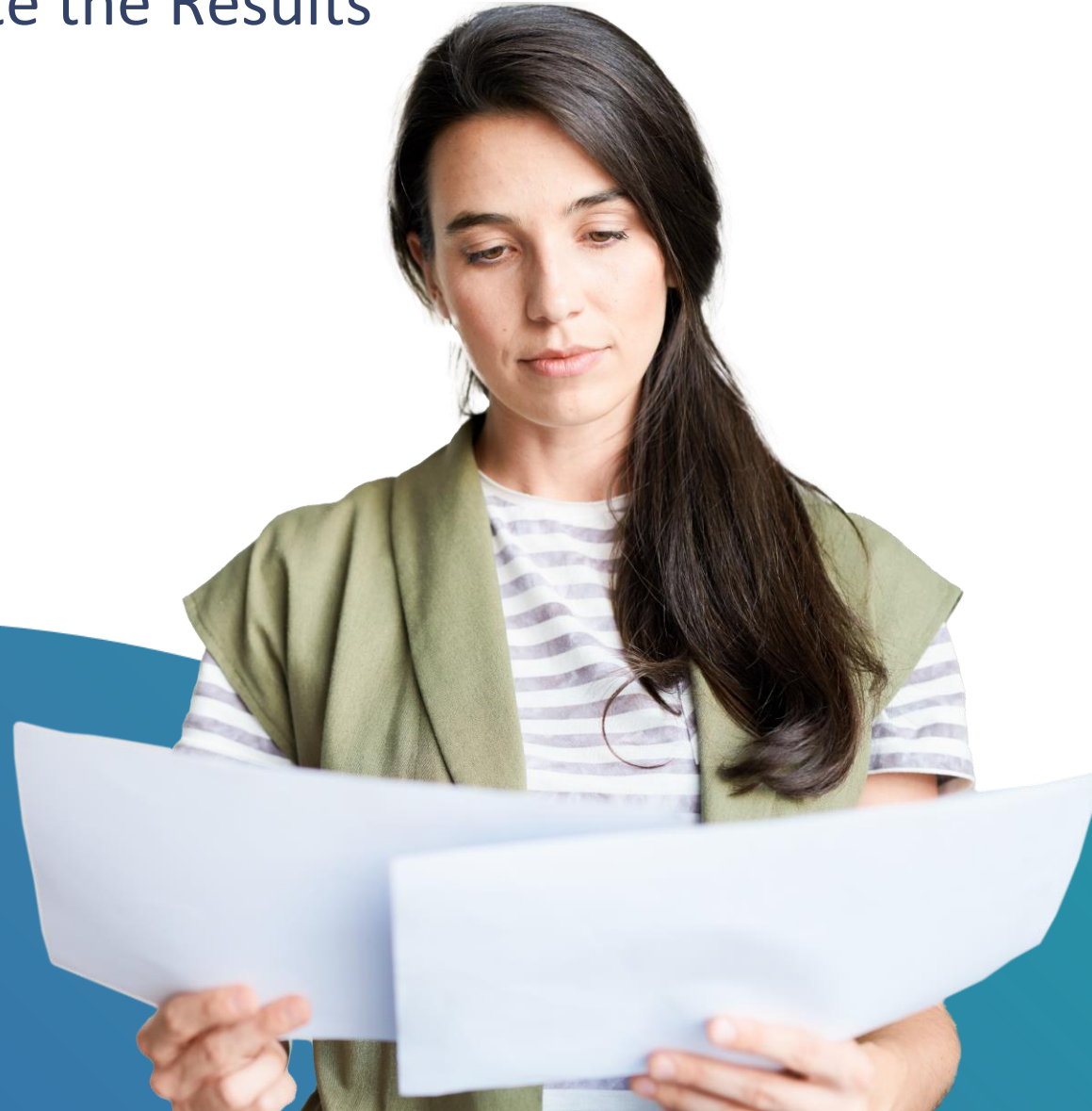
Workify Score

NPS Score

Perform Your Own Culture Audit

Step 2: Choose Your Words

Perform Your Own Culture Audit

Step 3: Evaluate the Results

Perform Your Own Culture Audit

Step 4: Write It Down

Mission
Inspire people to achieve remarkable things.

Vision
Ignite engagement and recognition in every organization.

Values

Teamwork
We believe in the power of the team to achieve our shared goals.

Innovation
We encourage thoughtful, creative, and inspirational ideas.

Customer-centric
We put the customer at the center of everything we do.

Commitment
We value the commitment and drive to exceed expectations.

Courage
We give people the opportunity to take risks and the freedom to fail.

Perform Your Own Culture Audit

Step 5: Walk the Walk

Perform Your Own Culture Audit

Step 6: Measure Your Effort

How to Build Culture at Work: 6 Tips
1: Prioritize Mental Health

- Unplug

- Encourage use of PTO

- Three-day weekends

- Mental health days

- Start a wellness program

- Offer counseling through EAP

How to Build Culture at Work: 6 Tips
2: Invest in DEI

- Implement DEI training

- Create employee resource groups

- Celebrate holidays and traditions at work

How to Build Culture at Work: 6 Tips
3: Encourage Open Communication and Transparency

- Talk about direction company is moving in

- Discuss goals achieved and upcoming targets

- Share difficulties

- Encourage sharing of feedback

- 360 feedback

How to Build Culture at Work: 6 Tips
4: Build Trust, Be Flexible

- Allow employees to set their own work schedule

- Offer hybrid/remote options

- Embrace mistakes as learning opportunities

- Trust employees to do their work

How to Build Culture at Work: 6 Tips
5: Make Employee Recognition Your Foundation

82% of people are happier when they're recognized at work. (Curiosity at Work)

63% of employees who feel recognized are unlikely to look for a new job. (Curiosity at Work)

85% of HR professionals say employee recognition programs positively affect organizational culture. (Mercer)

When employees believe they'll be recognized for their work, they're 7 times more likely to be highly engaged. (Quantum Workplace)

Companies with effective employee recognition programs have 31% lower voluntary turnover. (Forbes)

How to Build Culture at Work: 6 Tips
5: Make Employee Recognition Your Foundation (cont.)

Give employees the gift of time

How to Build Culture at Work: 6 Tips
5: Make Employee Recognition Your Foundation (cont.)

Publicly recognize employees
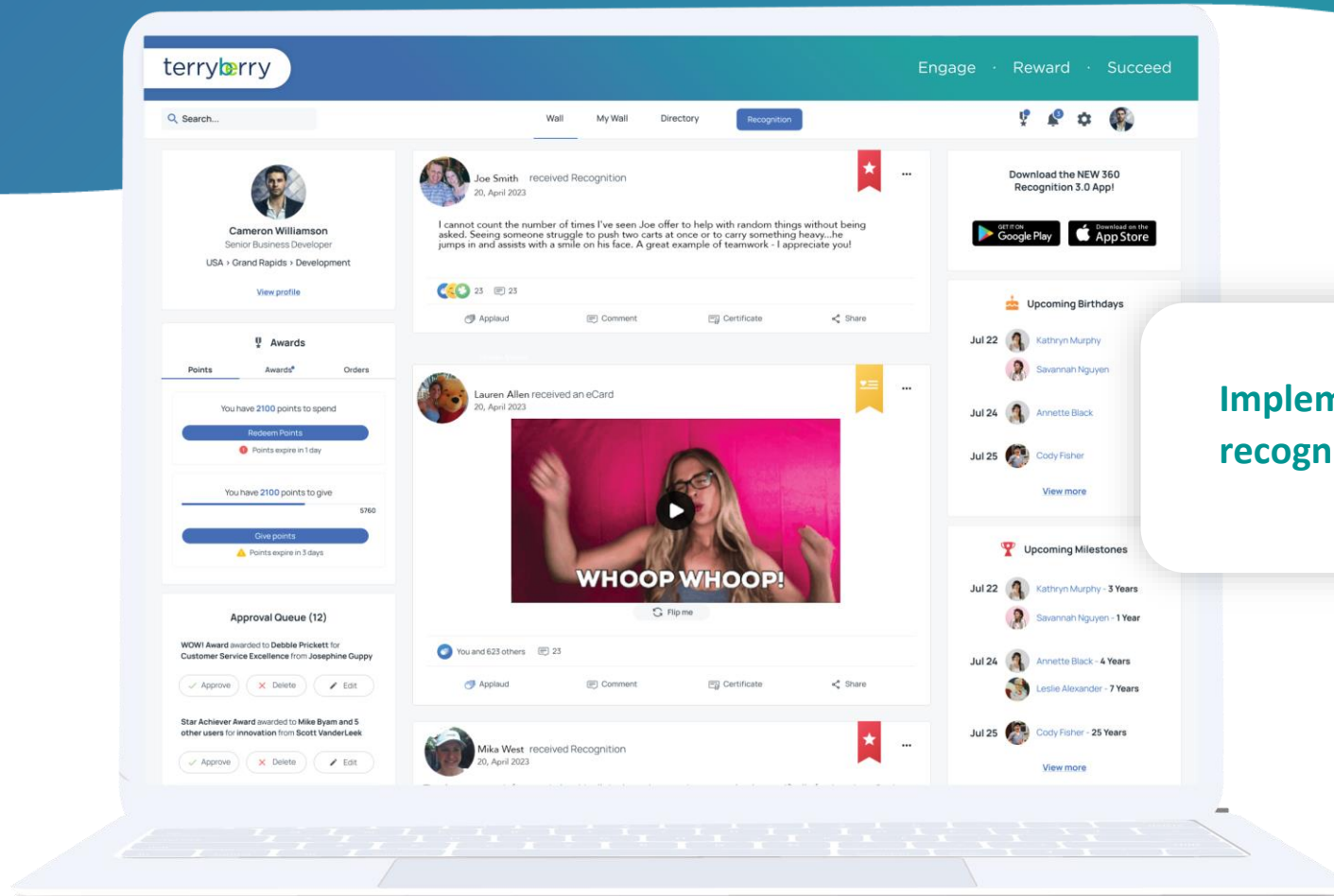
How to Build Culture at Work: 6 Tips

5: Make Employee Recognition Your Foundation (cont.)

Give employees
a monetary bonus

How to Build Culture at Work: 6 Tips
5: Make Employee Recognition Your Foundation (cont.)

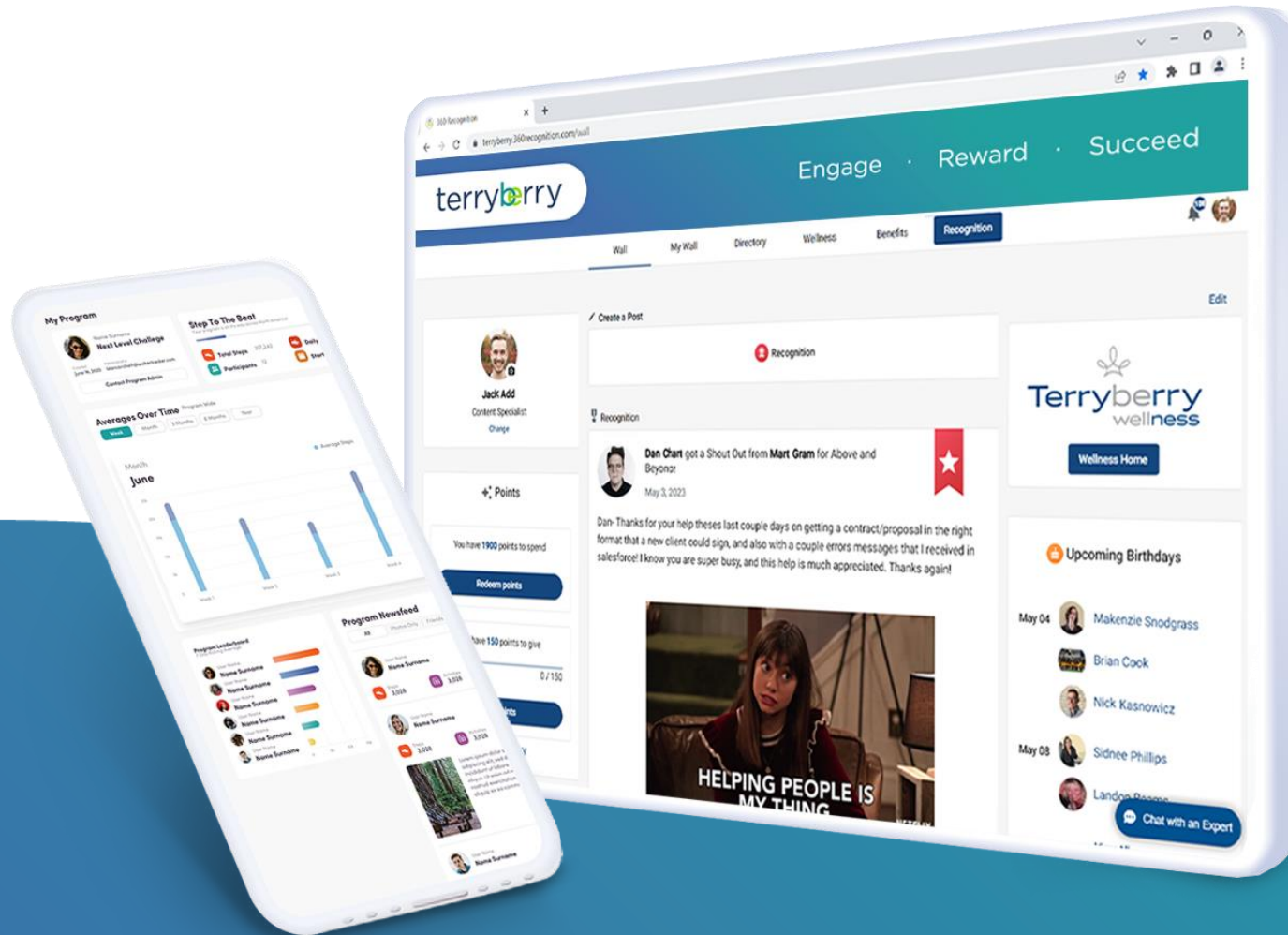**Implement a social recognition platform**

How to Build Culture at Work: 6 Tips

6: Be Conscious of Perks and Amenities

Improve Company Culture and Employee Engagement with Terryberry

Questions?

Brad Sytsma

Product Manager
Terryberry

Thank You!