

Business Culture: Your Foundation for Success

Fine tuning your business culture is just as important as fattening the company's wallets and getting your products or services recognized. It resonates the values, vision and behaviors that you want your team or employees to possess. It also shows your clients on how you get things done. Without a defined culture, the company's success becomes as fickle as the support beams it stands on.

Business culture encompasses on how processes are carried out, the attitude towards clients, interactions between employees of different levels, and more. It creates the aura that one feels as they enter your work area. With the right values, business culture becomes a source of motivation, inspiration, and enthusiasm for employees of all levels. It also becomes a great recruiting tool for applicants who share the same ethics and principles.

Whether intentional or not, business culture is cultivated as soon as there are interactions between clients, businessmen, employees, and employers. Unattended, the culture may become dark and negative, but with the proper guidance, you can make your ideal work environment come true. Here are a few tips to help you get started in the right direction:

- **Assign an ambassador:** Choose a person who is responsible in defining the company's vision, norms and mission statements. This individual can also deputize people who can help steer others toward the company values.
- **Leaders who set Right Tone:** Have leaders act the way you want your employees to behave.
- **Hire also for attitude:** Besides from having the aptitude, the successful applicant should also possess the attitude that matches your business values.
- **Communicate:** Continue to communicate the values and vision of your company at all times.
- **Empowerment:** Treat people as individuals, acknowledge their great ideas, and less micromanaging. Reward individuals who advance your company values.

By refining your business culture, your people becomes the foundation that your company can lean on without any worries. Each individual willingly carries their own share of the weight, and moving in unison towards your values.