

# Rewards & Recognition

## Employee Engagement Excellence

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Employee well-being is paramount to organizational survival and success

- Lynne Levy

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**Elements For A Great Company Culture**

- Inês Sobral Fernandes, niikiis

**Building A Positive Company Culture**

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### Elements For A Great Company Culture

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- **Inês Sobral Fernandes**, Marketing & Customer Success Manager, niikiis



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### Building A Positive Company Culture

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# Elements For A Great Company Culture

Creating and sustaining a company culture that inspires and thrives in times of Covid-19 and beyond

By Inês Sobral Fernandes

The times are a-changin. Covid-19 pandemic has transformed countless sectors worldwide, introducing us to unusual ways of doing business and working. It is undoubtedly the turning point for many future-of-work-related items. According to Gartner's recent research, topics like remote work, digital transformation, employee experience, workforce health and well-being, data security, performance analytics, reskilling, and career development, transparency have become trendier than ever.

“Culture eats strategy for breakfast. — Peter Drucker  
Business Management Guru”

## Benefits of a Great Company Culture

Well-implemented company values will impact positively every single aspect, and everyone involved, mainly:

### Staff retention

Statistics show that we spend about a third of our lives working, hence the happier and engaged people feel at work, the less businesses will face problems such as absenteeism and workforce turnover. Moreover, adopting a great ethos allows HR

to screen candidates that fit better into corporate values and mission, discarding the ones that will be unsatisfied at work and have the potential to generate toxic environments.

### Performance & productivity

Statistics show that we spend about a third of our lives working, hence the happier and engaged people feel at work, the less businesses will face problems such as absenteeism and workforce turnover. Moreover, adopting a great ethos allows HR to screen candidates that fit better into corporate values and mission, discarding the ones that will be unsatisfied at work and have the potential to generate toxic environments.

### A company of the future

Creating and sustaining a company culture that inspires and thrives in times of Covid-19 and beyond is possible if you are willing to embrace the following 3 key elements:

## 3 Key Culture Elements to Guarantee a Company's Future

### 1. The organization, its mission & values

Documenting a few core values or offering unique perks will no longer suffice nowadays. People tend to like their jobs more when there is a cultural fit, that is when their values and needs meet their



employers' mission, values, and respective working ecosystem. Besides, organizations should encourage their workforce to contribute actively to the business, reinforcing people's importance in it. On the other hand, the pandemic has unveiled the need that already existed for companies to operate in a way that creates openness between managers and subordinates, making leaders understand they should renounce to old strategies like control and in return find new ways of working together, increase communication and make transparency part of the company policy, confront difficult situations without fear, conduct insightful "ask me anything" sessions, provide explanations wherever necessary, and involve everyone in the decision-making.

## 2. Leadership

Nowadays, the role of leaders is becoming more and more complex: they are not only expected to drive results, but also lead business change, promote professional growth, ensure well-being is being taken care of, and develop social commitment policies, while acknowledging merit, discovering new business opportunities through knowledge-sharing and knowledge creation, the list goes on. Regular one-on-ones between manager-employee and frequent feedback gain special importance and meaning when it comes to building solid trust in the company and its leaders in times of Covid-19. Furthermore, emphasizing the purpose and caring helps businesses to better strengthen connections between all its members and be more resilient to face change and thrive in uncertain

and disruptive environments such as the one we are currently experiencing.

## 3. Communication

Communication is key to success; it not only helps your workforce be more productive but also allows businesses to operate smoothly. Moreover, companies that deliver effective communication at the workplace are also more likely to build trust bidirectionally and, by doing so, boost their workforce's productivity. Hence, daily interactions are now considered vitally important to increase and keep workplace engagement at peak levels.

Be prepared for an exponential future by building and sustaining a strong company culture with the best HR tools, either with in-house or remote jobs, helping you tackle new work challenges related to engagement, learning, social connection, and communication.

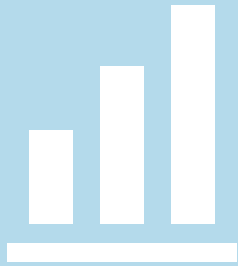
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**Inês Sobral Fernandes** is Marketing & Customer Success Manager at nikiis. Inês has 9+ years' experience in offline and online marketing, corporate communications, social media, and e-Commerce.



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For more information:

Phone: 1.877.472.6648 | Email: [ePubeditors@hr.com](mailto:ePubeditors@hr.com) | [www.HR.com/epubs](http://www.HR.com/epubs)