



# 10 ways to Improve Company Culture

Now we've settled the "why" of developing a strong company culture, the next step is to consider practical ways to do so.

*IMPERATIVE*



# 1

## Define your company's core values

IMPERATIVE

Your company values are the foundation for every aspect of your organization, guiding decision-making and influencing your workforce's behavior and performance. Your values must reflect your vision and aspirations and be communicated clearly and consistently, incorporated into daily operations, and reflected in company policies and strategies.

Unless you're a startup, you probably already have existing brand values to build on. Consider how these fit into your company's current culture and how they could be updated to reflect its future aspirations. Ask the following questions:

- Do our employees know our values, and are they meaningful to them?
- Are our values reflected in our daily operations and decisions?
- How are our values communicated to new employees during onboarding?
- Do our values encourage diversity, inclusivity, and respect in the workplace?
- Are we ready to uphold these values even when it's challenging?

# 2

## Lead by Example

IMPERATIVE

Leaders should demonstrate their commitment to the company's values by leading with integrity and consistency. Having visible role models at the top of the organization will inspire employees to follow suit, creating a strong culture built on trust and respect. This starts from the beginning of the recruitment process—ensure every new hire clearly understands the company's values and how their role supports them. Christina Dove explains,

*"It has to be throughout the whole of the organization. Leaders have to walk and talk, communicate, and be authentic leaders of that culture. Obviously, it has to be built from the top down and bottom up; everyone has to be involved in building that culture, but leaders have to be behind it."*

# 3

## Embrace Communication

IMPERATIVE

Leaders must first gather and then visibly act on the feedback they receive. We know from Salesforce data that employees are **4.6x more likely to perform better** when they feel their voice is heard. Try the following strategies to embed two-way communication loops in your company culture:

- Hold regular town hall meetings and praise employees who are embracing your company values
- Make space for workers to speak up about their opinions and share ideas in team meetings
- Promote cross-functional communication by setting up hack days or team-building activities
- Set up 1:1 conversations between employees to keep each other accountable for living the company's values or discuss any cultural changes

At Imperative, we create scale connections, resulting in tighter communication and organizational relationships.

# 4

## Set up reward & recognition systems

IMPERATIVE

Praise and shoutouts reward and recognize employees who exhibit core company values daily. Deliver this praise in person or using specialist reward and recognition software that connects with your existing tech stack. Recognizing team accomplishments will help build camaraderie and foster stronger collaborative relationships.

O.C Tanner's 2023 Global Culture Study reveals that integrated recognition (which is frequent, personalized, and baked into your daily culture) increases the odds of a positive employee experience and a thriving workplace culture by 391% and 646%, respectively.

5

**Accelerate  
diversity, equity,  
inclusion, &  
belonging  
initiatives**

*IMPERATIVE*

Set DEIB goals to create a workplace where all employees are welcome and feel respected. These might include:

- Improving company representation by X% this year
- Introducing new policies that promote equity and reduce bias
- Creating a safe environment for all employees to express their ideas freely, without fear of reprisal or discrimination
- Providing accessible resources and guidance to support DEIB initiatives
- Investing in DEIB initiatives to create a sense of belonging and purpose for every employee

# 6

## Build an environment of psychological safety

IMPERATIVE

Psychological safety happens when employees feel comfortable sharing their ideas, asking questions, and raising concerns knowing that they won't be ridiculed or punished. This goal requires consistent effort from leadership and team members alike by committing to the following strategies:

- Regularly soliciting feedback
- Encouraging open dialogue
- Advocating for employee well-being
- Modeling vulnerability and openness



7

# Commit to inclusive team building

IMPERATIVE

8 out of 10 employees report they want to work for an organization where they feel connected to the people. To achieve this, companies don't need to invest in expensive corporate team building as part of a cringey away day. Instead, organizations can introduce simple, regular activities that encourage social connections, such as:

- Using icebreakers at the beginning of every meeting to foster relationships
- Having dedicated 'social time' every week for team members to chat and get to know each other on a personal level
- Creating Slack channels structured around shared interests or hobbies – such as sports, reading, music, etc.
- Offering online courses or training sessions on topics related to team building and cultural inclusivity

With Imperative, you can set up dynamic guided conversations focused on shared experiences and challenges that build rapport and accelerate bonding between team members.



# 8

## Provide a better work-life balance

IMPERATIVE

Employee burnout is rising globally, with **43% of US desk workers feeling burned out and executives reporting a 20% drop in work-life balance over the past year**. A Future Forum Pulse report also cites flexible remote work policies as the main factor in improving company culture.

Besides flexible working, employers can introduce some of the following measures to provide balance and prevent burnout:

- Setting clear communication boundaries, such as not sending emails after 6 pm or on the weekends so colleagues don't feel pressured to respond
- Avoiding back-to-back meetings to prevent Zoom burnout
- Reviewing company benefits to enhance employees' personal and professional lives
- Reminding employees to take vacation days and providing support for volunteering, yoga classes, or other activities that promote mental health
- Establishing weekly check-ins with team members to ensure they're feeling supported and not overworked

# 9

## Establish mentorship & coaching opportunities

IMPERATIVE

The [LinkedIn Workplace Learning Report](#) highlights that mentorship and coaching programs top the program priority list for L&D leaders. Mentorship transforms company culture by fostering employee development, improving communication, and creating a more supportive and inclusive work environment. To get started, employers can consider the following:

- Establishing formal or informal mentorship initiatives with clear guidelines and expectations
- Identifying mentors who will be well-positioned to foster talent development and positive relationships
- Offering training to enable mentors and mentees to gain the necessary skills for successful coaching
- Installing a feedback loop for mentors and mentees to ensure they're achieving their desired outcomes

Imperative is the perfect platform to host your mentoring relationships, allowing mentor and mentee to [engage in powerful conversations](#) that facilitate growth and continuous development.

# 10

## Measure company culture

IMPERATIVE

Don't make the mistake of setting the wheels of cultural transformation off, then waiting to see what happens. Your company will only know if you've achieved real change by tracking the success of your culture change initiatives. Do this by:

- Benchmarking your existing company culture before you begin which might involve taking employee surveys, and monitoring metrics such as employee turnover and absenteeism
- Creating an action plan for the future with measurable goals and timelines for each initiative
- Measuring progress as you implement initiatives using 1:1 meetings, exit interviews, engagement with team-building activities, or employee sentiment surveys. Imperative makes it easy to extract and analyze actionable employee data to assess against your goals
- Celebrating successes through case studies or team shoutouts to encourage further participation in culture change initiatives
- Sustain and iterate using Imperative's platform to continue boosting employee engagement and maintain a positive workplace culture