

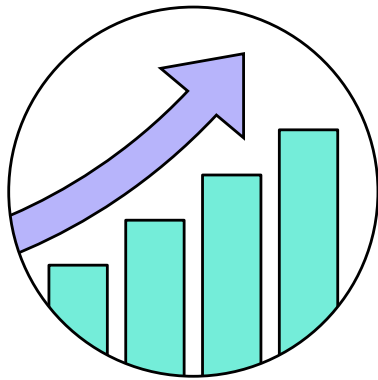
Is your company culture ready for the new world of work?

4 tips for transforming your culture



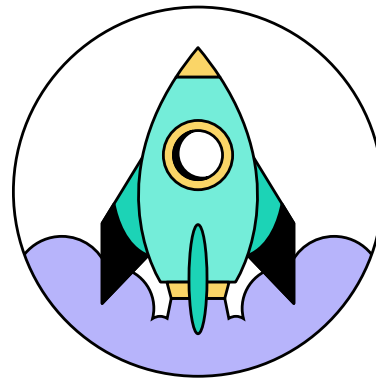
It's no secret: Culture plays a pivotal role in organizational success.

Organizations that proactively manage their culture show:



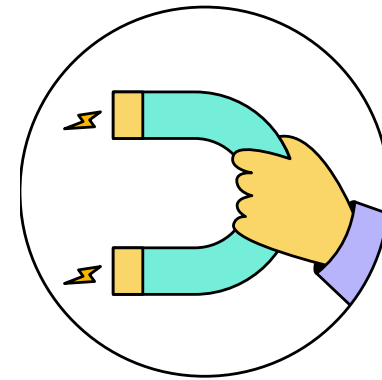
516%

higher revenue
growth over 10 years



30%

higher levels
of innovation



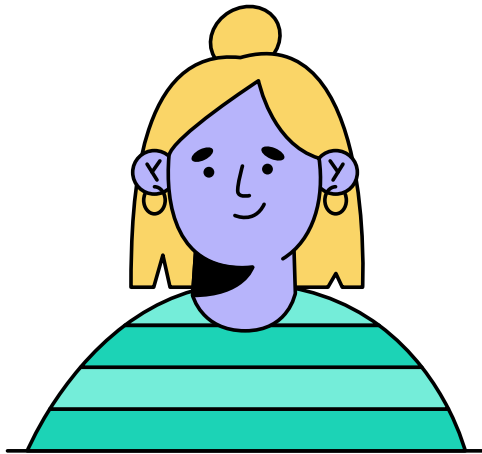
40%

higher employee
retention

In fact, work culture can determine whether employees thrive—or look for opportunities elsewhere.

1

EMPLOYEE HAPPINESS



25% Employees at companies with highly rated cultures are **25% more likely** to report being happy working for their company compared with those at companies with poorly rated cultures.

In fact, work culture can determine whether employees thrive—or look for opportunities elsewhere.

Continued from previous slide

2 BELONGING



Culture greatly influences whether employees feel a sense of **belonging** at work.

6x When people feel like they belong, they're **6 times** more likely to be engaged.

2x When people don't feel a sense of belonging, they're **twice** as likely to search for a new job as their co-workers.

In fact, work culture can determine whether employees thrive—or look for opportunities elsewhere.

Continued from previous slide

3 LEARNING & GROWTH OPPORTUNITIES

Employees cite **opportunities to learn and grow** as a top culture driver.



8↑ **Opportunities to learn and grow** shot up eight positions to become the top driver of great work culture by the end of 2020.

In fact, work culture can determine whether employees thrive—or look for opportunities elsewhere.

Continued from previous slide

4 EMPLOYER BRAND



The top two areas job candidates want to learn about are a company's **values** and **culture**.

31% Employees at companies with highly rated cultures are **31% more likely** to recommend working for their company compared with those at companies with poorly rated cultures.

And culture builds organizational resilience.

Employees at organizations that demonstrate their stated culture and values are:

11x more likely to believe their company can bounce back quickly from setbacks.

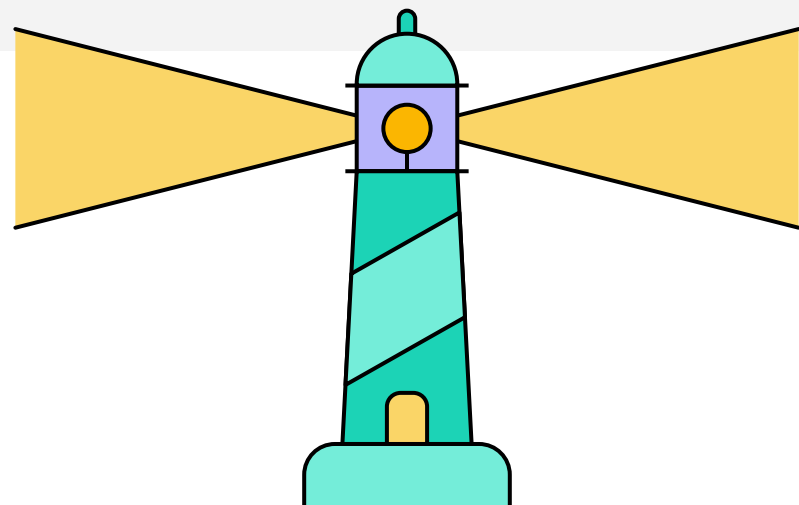
8x more likely to believe their company can continue to be productive in uncertain times.



“Culture matters. It is a beacon. It is a guide for us during difficult times.”



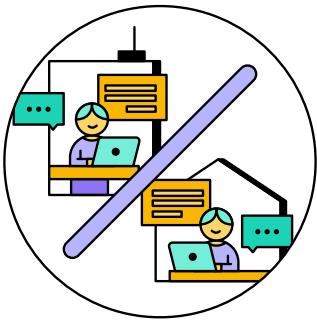
ALICE WASTAG,
Glint Senior People
Science Consultant



How are you strengthening your culture as we step into a new world of work?

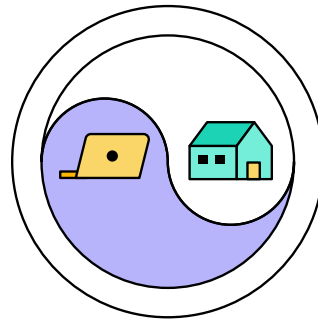
Fact: Your organization's culture is changing, whether you want it to or not.

IN THE NEW WORLD OF WORK:



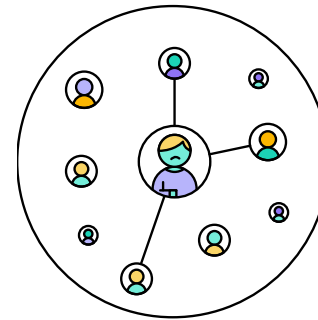
4 out of 5 employees

are interested in an arrangement that is not exclusively office-based.



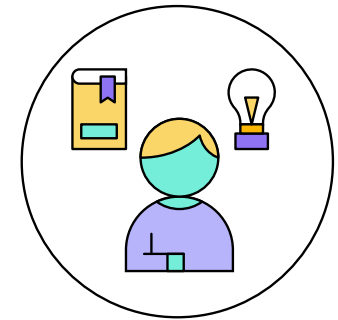
3 out of 4 employees

want more support for work-life balance.



2 out of 5 employees

are feeling less connected to their co-workers compared to life before the pandemic.



3 out of 5 employees

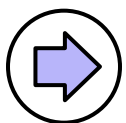
expect more time to learn new skills.



“Culture has become a strategic priority with impact on the bottom line. It can’t be just delegated and compartmentalized anymore... A company’s culture needs to be adaptable. There are many external factors exerting pressure on any business, as well as internal changes such as leadership transitions and expansions. The culture needs to change to keep up with these changes.”

DENISE LEE YOHN,

Harvard Business Review, February 2021



Read on for tips on how to create a culture that will help your organization and employees thrive.



Tip #1

Define, communicate and role model your work culture.

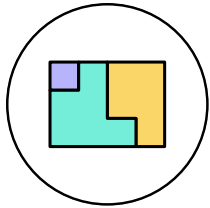
If you don't explicitly demonstrate your culture, people will either adopt the behaviors of those around them or fill the gap with their own beliefs, values, and assumptions.

KEY PLAYERS

Senior leaders.

It's important that they consistently act and behave in ways that reinforce the culture.





Tip #2

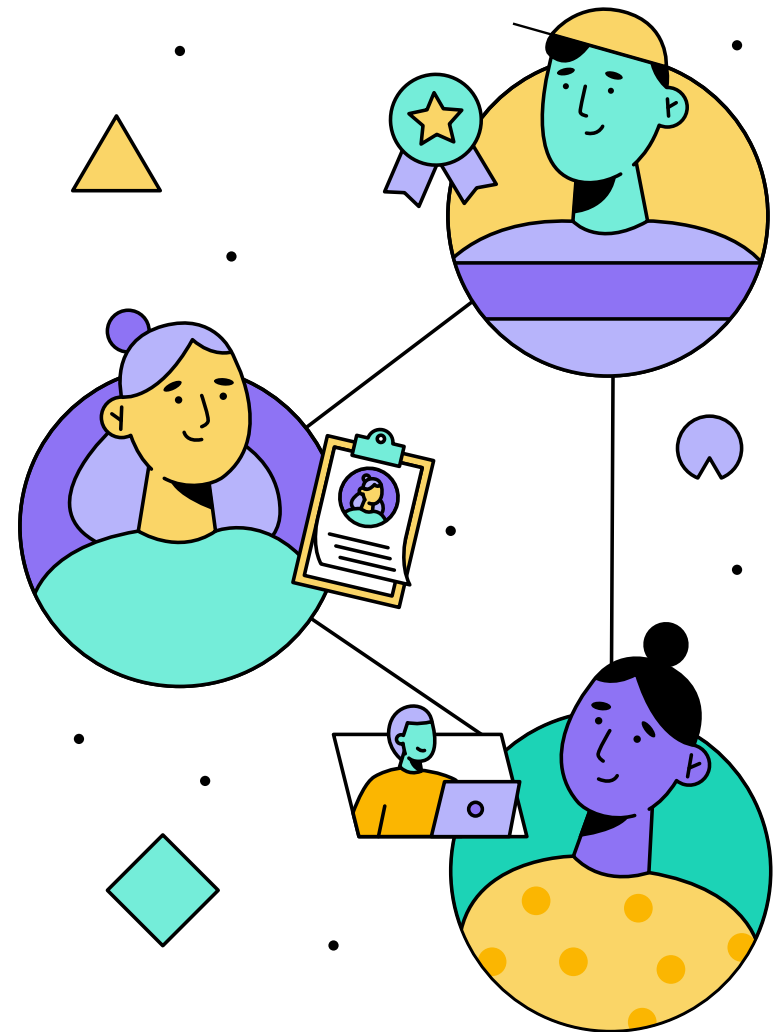
Align your company culture with all aspects of the employee experience.

If you want to transform your culture, you'll need to take a second look at everything from hiring practices to performance reviews, internal communication, and beyond.

KEY RESOURCES

Onboarding surveys, engagement pulses, exit interviews.

Use insights from these sources to inform you where to make cultural adjustments.





Tip #3

Ask employees regularly about their experience with company culture.

Feedback will help you understand whether employees are experiencing the culture you've set out to create.

KEY ACTION

Empower managers to be culture ambassadors.

Equip managers with their team's survey results so they can take action at the local level.





Tip #4

Build trust by being consistent and aligned in your work culture.

A strong culture is one that is predictable.

KEY HABIT

Practice and discuss your culture frequently and at all levels of your organization.

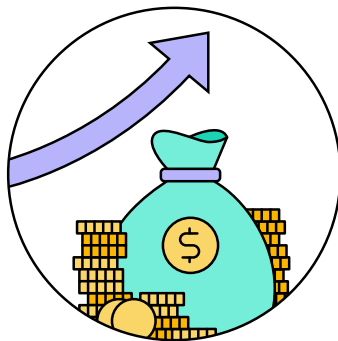
People learn through observation and repetition.



Understand the impact of a strong company culture.

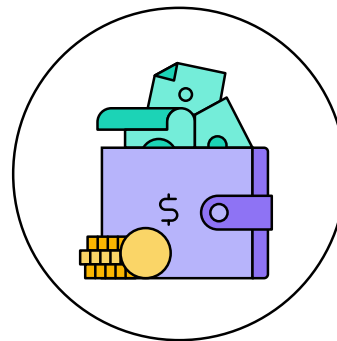
A strong culture contributes to high employee engagement. And high employee engagement contributes to business success.

Leaders at organizations that believe their employees are both strong performers and highly engaged see:



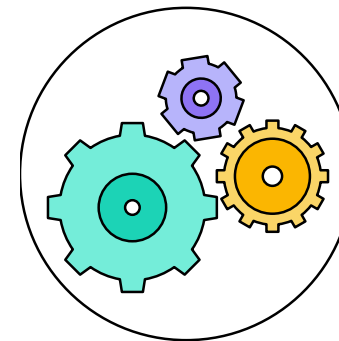
67%

higher revenue growth



65%

higher profitability



58%

higher productivity

compared to their peers.

Employee feedback powers culture transformation.

DIGITAL RIVER

Human Resources Vice President Becky Garroch said the culture metrics her organization gleans from employee engagement surveys helps leaders better understand how culture impacts both their business and their people.



“The real power was being able to present to our executive team a cultural description that they recognized as tangible, important for business success, and vital for employee engagement.”



BECKY GARROCH,

Human Resources Vice
President, Digital River

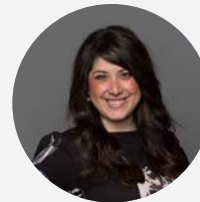
Employee feedback powers culture transformation.

BELL FLIGHT

Culture and People Development Senior Manager Jenessa Disler and her colleagues use employee engagement survey insights to adapt Bell Flight's culture to the new world of work.



“This was an opportunity for us to really pivot, shift, and think about how we’re putting our employees at the focus, listening to what they’re saying, and empowering leaders to take action on that feedback. This is really our jumping-off point for our future culture transformation work.”



JENESSA DISLER,

Culture and People Development
Senior Manager, Bell Flight

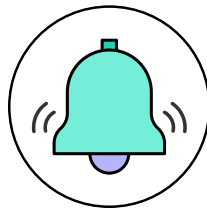
Glint is an innovative solution that supports thriving organizations

Don't let your organization's culture run away from you. A well managed work culture fosters happy, successful employees who have a positive and long-term impact on your business.

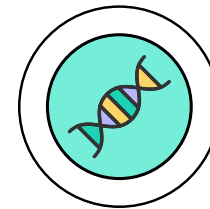
Glint's People Success Platform equips HR partners, leaders, and managers with:



Frequent measurement of employee engagement—monthly, quarterly, or on your schedule.



Smart alerts and insights to surface culture, retention, and development risks, using data to see business-impacting challenges before they come to a head.



Local-level responses that reveal each employee group's unique engagement DNA and help you prioritize action plans.

LEARN MORE. WWW.GLINTINC.COM

GLINT[®]