

## INTRODUCTION

The term “workplace culture” has been widely discussed for the past few years. Companies looking to attract new talent tout their unique culture in the hopes that they find the perfect fit for their workplace. No doubt it’s been an important concept for much longer, but it’s an idea that companies have come to put a higher value in recent years. Why is this? Why the sudden emphasis on culture?

It’s no accident that companies with the highest-rated work cultures are also among the most successful companies. At its core, a company’s workplace culture is an amalgam of the personalities and characteristics of its employees and the company’s codes, both tacit and explicit.

Simply stated, workplace culture is the vibe of a workplace.

It's this personality or vibe, that attracts employees with similar ideals and just like any addition to our families (think inlaws, new babies, etc.), that personality changes. But unlike families, we do have a little more control over these additions in the workplace.

If you started out as a one-man or one-woman company, you might not have a well-defined culture. **However, as your company grows, your culture plays an increasingly important role in your future and success.**

The earlier you decide on and establish a company culture, the better off you'll be.

At Respectology, we are pretty lucky to have a solid workplace culture. We genuinely like who we work with. In fact, we *love* who we work with but hey, we happen to be related to each other. And we have to tell you, related or not, it hasn't always been easy.

We know others aren't as lucky to work with, or enjoy working with, their families as much

as we do. Please know this didn't happen overnight. Rather, it's something that we consciously had to work towards, and it's something that we actively extend to each and every person we work with in our workshops across the country.

We want all of our encounters with our clients to reflect the standards we've set in place for ourselves. When we extend these values outward, we strengthen our own workplace culture.

In this book, we take a look at the things we've found that make a strong and positive workplace culture.

### **What is a company culture?**

Think of it as the shared beliefs, standards, values, and procedures of a company and its employees. The culture is created via the goals, structure, customers, strategy, and communication of the company. It's also the deciding factor on whether your company is a pleasant or toxic place to work.

**To determine the basic culture of any company, ask yourself these questions:**

- Who gets promoted? Who gets fired? Who is stuck in their position for life?
- What types of behavior are rewarded and punished?
- What's really important to the company?
- Who fits in? Who doesn't fit in?
- How would you describe this company in a few words?

Take a look at a few companies you know well and ask yourself the above questions.

"CORPORATE CULTURE IS THE ONLY SUSTAINABLE COMPETITIVE ADVANTAGE THAT IS COMPLETELY WITHIN THE CONTROL OF THE ENTREPRENEUR. DEVELOP A STRONG CORPORATE CULTURE FIRST AND FOREMOST."

- DAVID CUMMINGS, CO-FOUNDER OF PARDOT