



A WEAPPROACH TO BUILDING POSITIVE CULTURE FOR DISTRIBUTED WORKFORCES

Consider a WEapproach to support company culture inside and outside the office.



ANALYTICAL

- Encourage leaders to communicate the value and importance of culture to your organization.
- Share data that connect culture to positive business outcomes.
- Consider programs and events that engage attendees in problem solving.

CONCEPTUAL

- Engage staff by asking them to test out new platforms and technologies.
- Identify long-term applications of your initiatives to support today's circumstances and tomorrow's blended workforce.
- Continue to highlight the vision for the company and positive future outcomes.



STRUCTURAL

- Honor your company traditions.
- Create consistency in your initiatives and programs so employees know what to expect.
- Provide clear examples of how individual roles contribute to the organization.

SOCIAL

- Show employees that you care by checking in on them regularly.
- Invest in initiatives that support employee wellbeing, including their mental, emotional and physical health.
- Foster connections between staff through events as well as technology platforms.



FIRST-THIRD

EXPRESSIVENESS

Share out information and engage staff in culture initiatives in a variety of ways, including your intranet, chat channels, email, etc.



THIRD-THIRD

EXPRESSIVENESS

Share out information and engage staff in culture initiatives in a variety of ways, including video platforms, phone calls or in-person events when appropriate.

FIRST-THIRD

ASSERTIVENESS

Engage employees in culture initiatives by building consensus through employee pulse surveys or upvoting ideas to a suggestion box.



THIRD-THIRD

ASSERTIVENESS

Engage employees in culture initiatives by incorporating some friendly competition or prizes.

FIRST-THIRD

FLEXIBILITY

Follow through on commitments and give initiatives time to take hold.



THIRD-THIRD

FLEXIBILITY

Make iterative improvements and seek out ideas from employees to improve upon your culture.