



# Checklist: Building a Winning Company Culture



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**60%** of workers say they've seen a shift in company culture since the start of the pandemic

Many workers are also feeling



in their workplace

Are you doing what it takes to develop a winning company culture — one that fosters collaboration, belonging and purpose? If not, you're missing a golden opportunity to maximize employee engagement, boost retention, and make your company more attractive to prospective employees.

Check the boxes below to be sure you're doing what's needed to have a winning culture.



### **Define your culture with input from your employees**

Ask your employees to write down what they love about your company and what inspires them on a daily basis. Highlight aspects of your culture in your company's brand and mission statement, and share it with current and prospective employees.



### **Equip employees for success from day 1**

Help new employees know they made the right decision to join your company and position them to succeed. Have the necessary tools ready to go on their first day, including any equipment, supplies, and access they might need to do their work. Provide an onboarding "buddy" who is available one-on-one or remotely. Then manage expectations by providing a "Roadmap for Success" checklist that spells out their personal goals after the first week, the first month, the first quarter, six months and on their one-year anniversary.



### **Nurture a sense of belonging**

Regularly communicate how employees are uniquely valued and an integral part of your team. Explain how the work they do helps the overall organization to succeed. As a team activity, have employees share their three strengths with their peers and how they've put them into action at work. When managers see these strengths in action, share them with the team. Providing employees with a sense of comradery and belonging inspires loyalty and productivity.



### **Show employees they're uniquely valued**

Managers should take the time to learn an employee's unique skill set and what interests them the most; then apply these to their job and goals. Also give employees the confidence and forums to have their voice heard to help the company succeed.



## Inspire employees to be tomorrow's leaders

Give employees the tools and opportunities to pursue new challenges and help them grow, both professionally and personally. Develop and provide employees a well-defined path to help them move up the company ladder. Be sure to align their career trajectory with their passions to maximize engagement and retention.



## Adjust your culture as needed

A company's culture needs to evolve over time. Case in point: due to the pandemic, adjustments may be needed to address remote working, work-life balance, and employee expectations. On an annual basis, ask your employees what changes are needed to the company's culture.

Creating a winning company — one that acknowledges and regularly celebrates your workforce — creates a positive environment, ultimately driving business success.

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