



HR's Role as Cultural Champion

3 WAYS HR LEADERS CAN SHAPE
AND ENRICH TODAY'S WORKPLACE



“While leadership and every employee need to act in ways that promote culture, it is up to HR to be the facilitator, coach, and preserver of the culture.”

ERIC MOSLEY & DEREK IRVINE
Co-authors of “Making Work Human”

With that as a backdrop, how can HR leadership best champion a positive, productive, and inclusive organizational culture? After all, as a recent [Egon Zehnder article](#) points out, “Culture is the soul of the organization, and HR leaders are there to instill faith in the company by embedding ethics-driven values and rallying the workforce around a shared vision and mission.”

Vibhas Ratanjee echoes the same notion in his [Gallup article](#): “As the stewards and keepers of the culture, HR leaders are responsible for inspiring desired employee behaviors and beliefs – and in turn, realizing the performance gains of a thriving culture.”

Here are three ways HR leaders can create, shape, and enrich their organization’s culture – and drive business success.



“Values-based recognition programs are more effective and empowering for employees – while reinforcing business goals and creating a positive brand.”

**SHRM/WORKHUMAN EMPLOYEE
RECOGNITION REPORT**

1. Help align employees with your organization’s mission, values, and goals.

HR leadership is uniquely poised to play a pivotal role in aligning the entire organization to a shared purpose and vision.

And what’s one of the most effective ways HR can impact organizational culture? Employee recognition.

A comprehensive, values-based employee recognition program reinforces company values and puts the power of gratitude to work, aligning your people and culture to a shared purpose. Because employee recognition

is designed with rewards that map to each value, it integrates those ideals into employees’ everyday thoughts and actions. It enables each employee to understand, reinforce, and evangelize the values your organization cherishes.

The bottom line? For HR leaders looking to align their humans with their workplace culture and values, employee recognition can be a key driver.

2.

Create an environment in which continuous feedback is the lifeblood of performance development.

Promoting an environment in which open, honest, two-way feedback is embraced and nurtured is one of the most effective ways HR leaders can define their organization's workplace culture.

By fostering a continuous performance management model within their organization, HR leaders can help evolve a dynamic culture that celebrates peer coaching and feedback – one that lets every employee support, mentor, and reward one another.

Such a culture helps align employees with company values while boosting employee engagement. And that, in turn, has a positive impact on the top and bottom lines:

increased productivity, customer loyalty, sales, and profits.

Organizations see productivity gains of 5-10% when employees are clear on what is expected of them.

In organizations where true peer coaching and feedback is celebrated, employees are more aligned with company values, as they support each other with real-time performance feedback – celebratory, instructive, and constructive.



"Consistent, collaborative feedback conveys corporate culture and better aligns conversations between organizational members."

DAULET ZHUMAGULOV
HR C-Suite

3. Take the lead in promoting workplace diversity, equity, and inclusion.

“It is time for us to have a more honest, more candid, more open conversation than perhaps we have had in the past. There are some hard questions unfolding about where we are.”

STEVE PEMBERTON
CHRO, Workhuman

HR has a historic opportunity to shape and enrich workplace culture by building a diverse, equitable, and inclusive workplace – one where every employee feels a sense of belonging. In doing so, HR can impact critical aspects of the business – identity, values, recruitment, retention, mentorship, and productivity – and thus have a real and meaningful impact on the bottom line.

While advancing workplace DEI initiatives is “everyone’s job,” it is up to HR to demand the discussion and start the conversation.

And here again, an employee recognition program can be an invaluable tool for HR leaders looking to lead the way in DEI initiatives. Such programs can offer invaluable insights into unconscious bias. Peer-to-peer recognition engenders greater feelings of inclusion while telling employees that diversity is valued in the workplace.



Forward-thinking HR leaders know:

Now is the time to think about the lessons you have learned in the past year. Let them inform and guide you as you look to create, shape, and enrich your organization's workplace culture.

"Our analytics show that in the world's highest performing organizations, HR leaders play a central role in creating and sustaining the culture their organizations aspire to have."

VIBHAS RATANJEE
Senior Practice Expert, Gallup

We can help every step of the way.

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