



IN THE BUSINESS OF YOUR SUCCESS®

ADP RESOURCE®

Deep Dive



Creating a Culture That Engages Your Workforce

Workforce engagement is the engine that drives most of the success in today's businesses. But according to recent research, many employees are emotionally disconnected from their employers. How can your business buck the trend? While many factors affect employee engagement, creating and maintaining a **positive work culture** is foundational to keeping workers on the job and focused on your business goals.

Get buy-in first

Do you have a compelling vision for your company's culture? If so, you're on your way to defining what it means to work for your organization. The next step – which is equally important – is getting others on board with your vision. It'll take time, and you need to set the example rather than demand it.

It'll need to be evident in all aspects of the work experience, including how you market to customers, how you reward your employees, how you physically set up your offices, and everything in between. In other words, you'll need to live it, breathe it and work it from the top of the organization to the bottom.

Collaborate and listen

Invite your employees to have a voice in your business. Employees who are able to share ideas and shape business results are engaged. You can do this through regular brainstorming sessions or informal conversations around the workplace. Or, use technology: social media is the upcoming way to encourage and promote employee interaction and discussions with leadership and other colleagues.

No matter how you choose to communicate with colleagues, open lines of communication create transparency and trust – critical elements to a positive work culture.

10-Second Culture Assessment

To get your workplace culture thoughts flowing, try mapping where you think your company is on these scales:

Innovation	Risk-Averse	←————→	Comfortable with Risk
Communication Style	Casual	←————→	Formal
Team Orientation	Interdependent	←————→	Independent
Customer Delivery Model	Process-Driven	←————→	Customer-Centric
Role Definition	Clear, Rigid	←————→	Flexible

Where would your employees say your company is on these measures?



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Show (and encourage) appreciation for worker contributions

Recognition can come in forms other than compensation and annual bonuses. Take the time to acknowledge a job well done – big and small. Spot bonuses, recognition during company events, “employee-of-the-month” perks (such as a parking spot near the front door) and other signs of appreciation show employees that their hard work is noticed. Even a heartfelt “thank you” helps create a positive culture.

Encourage peer-to-peer recognition as well. Remember how good it felt back in high school when the popular kid admired something about you? Deep inside, we’re all still teenagers looking for validation.

At the end of the day, most employees want to feel that they’ve made a contribution and someone noticed.

Hire happy people

To have a positive culture, you need positive people. Be aware of negative attitudes when recruiting new hires. Ask potential candidates questions about handling conflict and difficult situations to get a sense of how they’ll respond with your customers, colleagues and vendors. Don’t forget to watch body language and how they present themselves during the interviews. Look for smiles and an upbeat personality.

Also, how does a candidate treat the people they encounter en route to the hiring manager’s office, such as the receptionist, security guard or administrative assistant? Are they courteous and respectful? Or are they dismissive? Monitoring a candidate’s behavior while

they’re on company grounds can tell you a lot about their personality.

Some companies have even made hiring positive people one of their core values. For example, [Panera Bread](#) has a “no jerk” policy for hiring.

Take the pulse of engagement at your company

Employee engagement is linked to many aspects of your business that keep you successful, including customer satisfaction, high productivity levels and retention of key talent. The free *ADP Resource® Employee Satisfaction and Engagement Survey* will help you assess where your workforce falls on the engagement spectrum. To learn more, contact your Human Resource Business Partner.

Since we spend so much time with our co-workers, it makes sense to fill the workplace with people who are happy to be there.

Create a strong employment brand

You’ve probably put a lot of energy into creating a brand that tells your customers what to expect from their experience with your company. You need to put as much energy into your employment brand. Make sure you’re telling your employees what it means to represent your company. Are you striving for an environment that’s innovative and fun, or is your business one that requires an emphasis on integrity and transparency? Not that these traits aren’t important to all organizations, but what’s going to attract and keep the right people for your company? For example, both Southwest Airlines and Coca-Cola are successful companies, but how they each define their workplace culture is very different.



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For example, Coca-Cola strives to use creativity and innovation to “refresh the world.” Southwest, on the other hand, wants its employees to have:

- A warrior spirit;
- A servant’s heart; and
- A fun-loving attitude (Southwest’s spelling of “love”).

Why it matters

Companies that are successful in creating a compelling and positive culture are the companies that attract the best talent and keep them engaged. That means your workforce is motivated and committed to bring their “A” game to work every day and drive business results.

Being a great place to work is not just a phrase; it’s an important part of your business culture.

***Do more than just choose your employees.
Be an employer of choice.***