Culture as a Primary Focus

What is the most important thing that comes to your mind when you think of the workplace? Do you not think that it should be a place where you feel safe? It is the place where you spend most of your time, so do you not think that it should be a safe space without any toxicity? The workplace should be a space where you can not just work for the company but also grow as an individual? What do you think should be the main aim of different companies? Are you of the opinion that the companies should only aim towards makings lots and lots of profit even at the cost of their workers' health? If you think so, well, your approach is not quite right. It is true that a company should aim towards making lots of profit, but that should not be their primary aim. In the past 20 years or so, people have been stressing a lot about the importance of office culture. Especially today, the modern workspace is continuously evolving and along with it, the importance of office culture is also increasing day by day.

Something that you have to understand is that today's workplace is filled with millennials. These millennials are the ones who want to bring in changes in the office culture. So, if you cannot attract this millennial generation, how will you manage to grow? How will your company bring in huge profits? For the growth of your company, change is necessary, or else, your growth will surely get stagnated. So, if your company cannot provide strong office culture, you will not be able to recruit the best talents out there. Your company might provide a great package, but working in a toxic environment is not something that today's generation will be ready for.

Why would elite candidates choose to be in your company and not some other company? What is that sticking point in your company that will make your employees stay and work for your company? If you think the answer is money, then you are wrong. Every company wants to get hold of the talented people in the market and thus will provide them with a great package. So, why will these talented elite candidates choose your company? It is surely not money, rather, it is the office culture that will make them choose your company. The resources that the entrepreneurs have these days are unlimited, anyone can make their company easily, but to become successful in today's world, entrepreneurs need something more than resources. It is the office culture that will attract employees and thus, that is what entrepreneurs should work towards.

Improvement in office culture will not just help your company to get the best talents out there in the market, but also it will help in improving employee engagement, which in turn will help in improving their performance and productivity. You can bring in a lot of other improvements in various sectors of your company, but the real improvement will only be seen when there will be a change in your company culture because that is invaluable.

Do Not Set Typical Primary Focuses For Your Company

You see great minds investing a lot of money and a lot of effort into their business, they make sure that they get the best employees and make great use of all the resources that they have. In the initial years, you see these companies flourishing and making a lot of profits but after some time, these companies fail. Why do you think that happens? When you take a closer look into the matter, you will see that there was a problem with their strategy. If you make profit maximization the primary focus for your company, you will not be able to become successful in the long run. Recent researches show that CEOs who prioritize the interests of their employees first and make sure that their company has great office culture, not just generate greater profits, but also generate greater workforce engagement. When you make the development of office culture your primary goal, your

company delivers superior financial results, even though you have made profit maximization your secondary goal.

Another thing that you should focus on when you are trying to build a great working space is that make sure that you remember to treat all your employees fairly. If you want your employees to trust you, you will have to treat each and everyone fairly. Treating your employees differently, or having favorites will surely make you the worst CEO of the year. If you expect loyalty from your employees, you have to check your behavior towards them. That helps in building the reputation of your company which in turn helps you to recruit the best talents in the market. As an entrepreneur, if you want to develop great office culture, here are a few things that you could do –

- Make sure that your company has well-written policies.
- Make sure that the rules are applicable to all without exceptions.
- Make sure that even you set an example to them by following the rules yourself.

Workers are simply human beings who just want to be rewarded and appreciated for their hard work and effort. If you, as an entrepreneur, cannot fulfill their simple demands, then how will you grow your company? Studies have shown that companies that differentiate between their employees and reward the managers only for their hard work but forget to appreciate their other staff have not been able to grow steadily in the past few years. On the other hand, companies that treat their employees fairly, have grown steadily. Thus, promotions should only be based on fair performance-based evaluations, that will help in the company's growth.

Most importantly, if you think that you can create a huge company by just paying and rewarding your employees well, then you are wrong. If your relationship with your employees is strictly professional, then there is a high chance that they will never be loyal to you. To gain the trust and loyalty of your employees, you will also have to create a personal relationship with them. You will have to loosen up a little bit and have fun with your employees. Studies have shown that when you let your employees have fun at work, they will start performing better at their jobs. This also gives them an opportunity to work together and learn from each other. Thus, the company should take initiative to organize corporate fun days and encourage socialization at the workplace.

If you think that you do not need to have fun with your employees to get your work done, rather, you need to be strict and rigid with them, then you are not taking the right approach. If you keep setting benchmarks and goals for your employees without making any effort to build relations with them, then that might damage your office culture. A study by BrightHR shows that when employees have fun at work, they are less likely to take sick days and also they remain committed to the organization (https://www.connectsolutions.ch/how-fun-at-work-can-increase-productivity-and-employee-engagement/). Believe it or not, when you prioritize the interest of your employees and promote fun at the workplace, that impacts the productivity and engagement of your employees in a positive way.

What Should Be Your Primary Focus?

To make sure that your company is successful, what should your primary focus be? Undoubtedly, your primary focus should be improving office culture. When you will make sure that your company culture is strong, you will also be able to recruit elite candidates with lots of talents. That will help in improving your employee engagement, performance, and productivity. Just focus on your office environment and everything else will fall into place.

But why is office culture so important? It is so important because it teaches you to value your employees. If you value and respect your employees, there is very little chance of them leaving your company even if they get a better job option. Great office culture is that sticking point that will keep your employees stay loyal and less likely to leave the job. Your company values will be able to keep your employees happy, and there will surely be fewer turnovers. And also, what is better than loyal and trusted employees?

Do you know that office culture can also totally transform your ordinary employees and turn them into loyal brand advocates? Developing great office culture helps in recognizing the employee's efforts which in turn helps in appreciating their accomplishment. Also, employees who value their skills and know the worth of their work will leave a company that has a negative work environment. If they do not get appreciated and promoted for their hard work, they will leave their job because they know that there are a lot of options in the market. Thus, creating a great office environment is very important as that will strengthen and improve the productivity of the employees in the company and, make sure that the employees have a great experience while working there.

Differentiate Your Company With Your Work Culture

There are thousands of companies out there doing a similar kind of job and providing the same services that your company is providing, so why will the best and most talented candidates out there in the market choose to work with your company? If you think better pay is the answer then you are wrong. There are a lot of companies that pay really well but people still do not choose to go there. Your company should have a strong image which you will only be able to portray if your company has a great office culture. Your office culture will work as your brand identity and that will attract the best candidates in the market to work with you.

As mentioned earlier, in today's world, everybody has the resources that you have and even other entrepreneurs put in a lot of effort into making their company successful. So in such a situation when you have a lot of competition in the market, what will be that unique thing about your company that differentiates you from others? If you want specific outcomes and want your company to reach the heights of success, then you will have to differentiate your company from others.

When your company's identity is clear, you naturally gravitate the right kind of people towards your company. Just like you do a lot of research before recruiting every employee, similarly, the employee also does a lot of research regarding your company before accepting your job offer. And what do you think plays a great role in that? It is the work culture of your company that makes the first impression. If your company has an attractive work culture, that works as a valuable asset in recruiting the best talents in the market. Remember, you cannot attract candidates that have great values until and unless your work culture reflects the same values.

This not just helps you to get the right kind of people to work for your company, but the right work culture also helps you to keep negative and toxic people away from your company. Only like-minded people who share the same values and have the same goals defined by the company stay and work for you. When you get your company to practice what it preaches, you do not just make a successful company, but you also have strong and loyal employees there for you.

When your company has a great work culture, every employee, starting from the lowest to the highest on the strata, feels comfortable in the company. That is very important. Comfort in the workspace plays a vital role in the development of a company. For example, if in your company, the employees are comfortable pointing out the mistakes of the boss as constructive criticism, that

means your company has a great work culture. That will make your employees believe that their contributions are valued in the company.

Thus, the process of recruitment is very important. If you recruit like-minded people who have the same values, then it will be easier for you to establish your company's work culture among these talented individuals. As an entrepreneur, your main aim should be to hire, develop and manage employees, based on the principles that you have set for your company.

Company Culture Defines Company Values

If your company does not have some core values, then you are not really doing the right thing. If your employees do not have similar values and similar goals, how will you build great teams and push them to deliver excellent results? Having company values will ensure that all your employees are working towards the same goal. When your employees have similar values, they also develop great work culture which helps in supporting your company's vision.

Your company's value is your company's DNA. It is your company values that will drive your business and help you to differentiate your company from the other competitors in the market. When your employees share similar values, even people outside your company can see the values and get attracted to them. It is also because of the values that the employees can build trust in the workplace.

But you will have to make sure that each of your employees, starting from an intern to the CEO, should follow the company values and every business decision that your organization makes should be aligned with the values of your company. It is the values that make your company different from others. For example, for your company, having fun at the workplace while getting the work done might be a value. Your company might believe that office should not be a boring place where you only come to meet deadlines, rather, it is a place where along with doing work, you can socialize and have fun with your employees as well. This gives them a chance to know and engage with each other beyond professional terms.

If you are still wondering why having company values are so important, here are a few reasons that will help you to understand –

- Everyone's communication in the company is guided by values.
- The decisions taken by the organization are guided by the values.
- The values help in creating your company's identity and thus, you can shape your strategies accordingly.
- The values also help guide the communication strategies with the customers.
- Values make sure that all the employees are on the same page and have similar priorities at the workplace.
- This also helps the HR team to shape the culture of the company.
- These values attract people with a similar mindset to come around and work for the company.

That is exactly why, your priority should be to set values for your company first, define your values to the potential employees, and most importantly practice what you preach. Studies by Bultin show that 76% of employees believe that when the company sets its values and business goals properly to their employees, that can help to cultivate a positive work culture (https://everyonesocial.com/blog/company-values-guide/). Thus, your company values have a

direct impact on your entire organization. So make sure that you set your company values first because that will ensure your company's steady growth.

Transform Your Employees into Advocates

Who could be better advocates for your company than your employees themselves? When your work culture makes your employees happy, they become your best ambassadors. So, do not think twice before investing in your employees, because that will come back to you very well. For example, if you have set a very short deadline for your employees and have made them work really hard for a month or so without any break, give them a party or pay them some extra money so that they feel appreciated. That will make your employees feel that you recognize and notice their efforts and appreciate their hard work. It shows that you do not take your employees for granted and that is exactly how you can transform your employees into your advocates.

Just like advocates are known to be loyal to their clients, similarly, when treated respectfully and provided with great office culture, your employees can also become a key part of your marketing campaign. So, if your office culture is good, then they would go on and tell others how much they enjoy working at your organization. They will go around and tell others the perks of working at your company and how the great work culture makes them feel respected, appreciated, and also helps them to grow as an individual.

On the other hand, listening to your employees and hearing them out could also help you to understand the drawbacks of your office culture. Show them that you are always ready for constructive criticism and that they could approach you anytime. Seeing their perspective would let you understand what developments you need to bring in your organization and that will make them feel that their opinion is important to you. So, it is a win-win situation. If your company really has great office culture, your workers will be your advocate and if you need to bring in some improvement, it is only from them that you will get to understand the real deal. So it is very important that you take some time out and take feedback from your employees. Hear their problems and bring in improvements before they can go out and tell others about their horrible experience. Make sure that they only have good things to tell about your organization and nothing bad at all.

So what are the ways by which you can encourage your employees to talk about your company proudly? How can you make them your loyal ambassadors? You could make good use of social media. Studies have shown that about 50% of employees share something about their employers on social media (https://inside.6q.io/powerful-brand-advocates/). If your organization provides great working space and great office culture, your employees would surely be eager to post about their jobs on social media. When you build a good reputation on the internet, hiring the best talents out there also becomes a lot easier. People get inspired by the posts of your advocates and even they want to work in your organization and be a part of the great office culture that your organization provides.

Make Your Employees Stay

Do you think that losing employees is not a very big deal? If you think that when you lose one employee, you could simply hire a new employee and it would not matter to your organization, then you are wrong. Firstly, employee turnovers are very costly. Secondly, hiring someone with similar values and finding the perfect candidate can be very difficult. Thirdly, even if you find the perfect candidate, you will have to start the learning process and conduct various introductory programs

again so that the newly hired candidate knows and understand the values of your company. That is not just time-consuming but also very costly as well. So, to retain your employees, what do you think is most important? It is undoubtedly your office culture.

Your office culture is the sticking point that will make your employees stay and work for you. If your company values align with your office culture, then you can easily see lesser turnovers in your company. You can choose different ways to define your company values to your employees, but the important thing is, it must be done. Your company values should align with the goals and visions that you have set for the company. If necessary, bring in the cultural changes for the betterment of your company.

When you lose an employee, who was a perfect fit for your organization, you move a few steps back. It pulls you back from fulfilling your visions. But when your company has great work culture and values its employees, they stay. Decreased turnover rates mean your organization can develop longer visions and projects as you will know that no one from the team will leave, rather they will stay and get the work done.

Also, the cost of turnover can be a real burden for the company. It costs a lot to hire a new replacement. Stephen King, CEO of GrowthForce said that "external hires demand 18% to 20% more in salary than internal hires"(https://www.forbes.com/sites/johnhall/2019/05/09/the-cost-of-turnover-can-kill-your-business-and-make-things-less-fun/amp/). Thus, as an entrepreneur, you should play smart. Make sure that you make a great working environment for your employees and make them stay. Make sure that your employees are having fun at the office, and make sure they like coming to the office. It does not mean that you cannot pressurize them and get your work done, rather it means that along with getting your work done, give them some extra benefits and make them realize that this is the best place they could work in. A fun working place really does attract a lot of talented people and that would make your organization successful.

So, to reduce employee turnover, you will have to create a work culture where –

- Employees will not be pressurized with a lot of workloads very often.
- Employees will not be forced to work with demanding clients or customers.
- Employees will be appreciated for their hard work and effort.

If you can take some time out and interact with your employees every now and then, you can find out their problems, understand what is bothering them and change your work culture if it needs to be changed. Boost your employee's good work by implementing work-life balance, increasing their salary, giving them allowances, and creating an environment to boost their productivity.

Onboarding New Employees Become Easier

When you establish great office culture, that also helps in training newly hired people. Onboarding practices like orientation, performance management programs, and also various types of training programs help in transforming the employees and entrusting them with roles that will be best suited for them. This process also helps in reducing the frustration of employees as, during the orientation and training programs, they get to know all the information regarding their job and the role they will be playing in the company. This particular office culture also helps newly hired employees understand the basic and core values of their companies.

Hiring a new employee is so much more than just seeing an extra head in the meetings. Especially, if your company is a start-up, every person that you hire plays a great role as they can have a great

impact on your organization and change the dynamics in the office. That means, it can have a positive or a negative impact on your organization. But if your company has great office culture and well-defined values then you will surely find the perfect fit, you will surely find someone who will share the same values and share the same goals and visions.

So, apart from stressing the academic credentials of the potential candidates, your hiring team should also focus on explaining the values and work culture in your office. You will have to make sure whether that person is a great cultural fit for your organization or not. Having certain office culture makes the screening process easier. You will have to find the perfect fit, a person who will know how to work with a team and help the organization to move forward. Thus, do not stress on finding the perfect fit for the position, rather prioritize finding the perfect fit for your company. Someone who will not just be great at the work, but also will be great for the company's development as a whole.

Also, when your company will have a good reputation in the market, you will not have to worry about advertising for your company. Your work culture will attract the best minds in the market. When that happens, there will be a lot of candidates applying for a job at your organization. As mentioned earlier, today's generation is not money-driven, rather, they will try to work at an organization with a decent package but great work culture. If your organization can provide that, then you will get a lot of potential candidates.

But choosing the right fit is very important. Remember that onboarding new employees will have a great impact on the existing teams, their growth, and their productivity. The process of hiring is also very expensive, so the onboarding process should be done while keeping your company culture in mind. That will save you from the risk of making a bad investment and hiring the wrong person.

Remember, that your employees have spent all their life, studied really hard, and developed certain skills to get a great job that pays well. But if your organization has a toxic environment and does not promote growth, then why will they work in such an undesirable environment? Thus, set your company values and bring development to your office culture. That will attract the most talented people out there who work with your organization. As mentioned earlier, the hiring process is really tough so make sure that you get it right the first time. Also, if there is a problem in your hiring process, you will not just end up losing a lot of money, but also a bad fit for the company could disrupt the momentum or productivity of the team.

Inspire Your Employees to Become a Team

You might think that there will be some differences in opinion between the employees and they can never form a perfect team, but believe me, you are wrong. If your employees do not work as a team then there is something seriously wrong with your office culture. When your organization will have a solid work culture, it will be easier for your employees to team up. When your employees feel like they are a team, there is automatically a sense of comfort in them. This makes them feel good at the job and thus, it also improves their productivity.

A company cannot grow just because of an individual. It is teamwork that helps in the all-around growth of a company. For better workflow and better decision making, teamwork is necessary which is only possible when there is great office culture. Team members help one another and motivate one another to finish the projects and meet the deadlines. Your organization needs to have a similar work culture that unifies the employees and motives them to work together to reach one goal. Healthy work culture also helps them to overcome all the barriers with very little difficulty.

According to research conducted by the Gallup Poll, majority of the American's do not like their job or feel disengaged, and have no job satisfaction. An article published by the New York Daily News also shows that almost 70% of American employees feel miserable at work (https://www.forbes.com/sites/glennllopis/2015/02/02/6-things-wise-leaders-do-to-engage-their-employees/?sh=746abcdd7f5d). This shows the lack of engagement between workers in an organization. This also shows the lack of work culture in organizations across America. So, if you have to transform this culture and want your employees to feel great at the office, then you will have to bring in some changes in your work culture. As a leader, your aim should be to enable the full potential of others. When there is a great working environment in the office, people tend to become more productive. The learning environment helps them to interact with one another and engage with each other to yield better productivity. When your company will promote a healthy interactive environment, that positive atmosphere will only bring in growth and development.

When, because of the great work culture in your office, your workplace becomes a happy place where your employees know how to work together as a team and complete each task together, they feel like they are a part of a team. Thus, make sure that your work culture promotes your employees to interact with each other and build a positive atmosphere in the office. Make sure that your office is not just a place where miserable people come and get their work done just because they have to earn money, rather, push your employees to have the same goals.

Remember that the work culture of your office should push your employees to interact and learn from one another. If your work culture inspires people to constantly compete with each other then they will never be able to work as a team. What you will have to do is, always make them feel like a team. When a project becomes successful, do not praise only a few employees and reward them separately. Rather, make each and everyone feel that they are a part of this success. Make them feel that it is also important for the company. When you will make them feel like a team only then will they team up and work together to bring a lot of success to your organization.

Building a team is totally different from creating a teamwork culture. If you want your organization to have high-performing teams, then first you will have to focus on building a culture that will provide the employees with a positive and open environment.

Employee Fulfillment

Do you dream to make your company a place where employees can be very productive? It is totally possible, but you will have to design your office culture in a way that will make your employees very happy when they are in the office. Studies have shown that organizations that take special care to make their employees happy, end up getting efficient and productive employees.

There was a time when workers were not treated properly and employee satisfaction was not even a thing that the entrepreneurs cared about. Workers in those days were just labors working the whole day tirelessly to get paid. And the money that they would earn would give them happiness. But that is not how it works these days. Employees these days play a very vital role in structuring and developing any organization. If your employees are not happy and do not have job satisfaction in your company, they will not stay there only because of money. Employee fulfillment is a great factor and it plays a very important role these days.

It is employee happiness that makes your brand identity. Happy employees do not just work hard to achieve a certain goal, but also when needed, they will always be there to help others in the organization. Employee satisfaction plays a great role in making them feel that the company cares

for them, and when they feel that they are respected and appreciated for their hard work, they help the organization in every way possible.

Performance of Employees

Your company's culture is directly related to the performance of your employees. If the office culture at your organization promotes growth and development and provides an environment where employees can be happy, then that culture will automatically improve the performance of your employees. A study, carried out by The Alternative Board (TAB) shows that 86% of the business owners believe that a company's culture directly impacts the productivity of its employees (https://www.zenefits.com/workest/company-culture-linked-employee-productivity/). Office culture influences the individual mindsets of the employees in a positive way. Culture also improves the performance of the employees by encouraging them to feel connected and enthusiastic about their work. A good organization will always motivate its employees to inspire each other and not compete against each other as that will hinder productivity.

If your company promotes and creates an environment for the employees to grow and perform well, then they will surely do it. But if there is some fault in your office culture, then no matter how many teams you set up and how many managers you employ to promote collaborative department in your company, it will not work. It is only your company policies that will empower your employees to improve their performance and excel in their work. Your company needs to provide them with that positive environment.

The bottom line is, your company culture will serve as a strong link and will influence the mindset of the employees in your organization, resulting in their great performance and better engagement at work.

Your Employees Will Enjoy Coming to Work

Most people do not like going to work. You must have heard about the term "Monday blues" which is related to when the employees have to get back to work after spending their weekend at home. This shows how much people hate going to work. They only look forward to weekends and show up at work just because they have to earn money. But you can change that scenario by changing the office culture. If your employees do not look forward to coming back to the office and feel miserable at the office, then there is something wrong with your office culture.

When your office will have a great culture, your employees will not just enjoy their office hours, but also look forward to coming back to the office. Your office culture will make the working space a comfortable space for them. It will help them to feel good and your employees will not face anything like "Monday blues". They will walk into the office with a smile and tend to smile throughout the day. Especially when every employee will be happy from within, there will only be positivity in the office environment. When you provide a happy workspace to your employees, you only attract positive people and that also helps them to do the absolute best for your company.

Benefits of Positive Work Culture

By now, you have understood that without positive workplace culture, you can never make your employees happy and provide them with a healthier environment. Here are some benefits of positive work culture that will help you to understand why as an entrepreneur, you will have to make sure that this is the primary aim of your company –

Healthier employees – When you make sure that there is no negativity in the workspace, you make sure that your employees are free from mental stress. Recent studies by the American Psychological Association calculated that every year, the U.S economy loses more than $500 billion due to workplace stress (https://study.com/academy/lesson/benefits-of-a-positive-workplace-culture.html). But positive office culture can reduce that and help in keeping the employees happy and from within.

Loyal employees – When positive work culture is fostered at your company, your employees are more committed and loyal towards your organization. Loyal employees also ensure lesser turnovers and that helps in reducing the expense of hiring new employees and training them so that become a perfect fit for the company.

Employees are less likely to take leave – When you provide great working culture, your employees enjoy coming to work, and thus, there are fewer absences. This makes sure that work is done properly and deadlines are met on time. A healthy working environment also helps employees to stay fit physically as well.

8 Steps to Building a High-Performing Organizational Culture

If you think that you need to bring in some changes in your work culture and make a healthier environment that promotes growth and productivity, then you must do it. As mentioned earlier, you cannot expect your organization to grow steadily until and unless there is absolutely no toxicity in the environment and most importantly, your organization is filled with happy and satisfied employees. That is the key to making a successful organization.

So, here are 8 steps that you can follow to improve your organizational culture and become a successful entrepreneur –

Step 1: Recognize the Hard Work of Your Employees – Never take your employee's hard work and efforts for granted. Do not think that just because you pay them, it is their duty to work for you. To bring in a change in the culture of your organization, you need to bring in some changes in your behavior. As an entrepreneur, you need to learn to be grounded and thank your employees every time your organization hits a milestone. Appreciate your employees and reward them, show them that they are an integral part of the organization and nothing would really have been possible without them. Recognition is something that human beings need in their life, it makes them feel that they are valued. So, firstly, make your employees happy by appreciating them and rewarding them.

Step 2: Encourage Your Employees to Speakup – Keeping your employees happy should be your top priority because when that happens, the productivity of your organization increases automatically and promotes growth. Your employees want to be heard, so give them that chance and listen to them. Make them feel that their opinion is valued in the organization, and you never know, it might help your organization make huge progress. Just like you hear the needs of your clients to make them happy, similarly, it is also very important that you hear what your employees have to say. Studies show that more than 1/3 of the employees think that their organizations do not listen to them and do not value their opinion (https://www.zenefits.com/workest/listening-to-employees-its-more-important-than-you-think/). Can you understand how sad and demotivated that might make them feel? So to change your work culture, start listening to your employees, show them that their opinion is important because that will make them happy.

Step 3: Leaders Must Reflect the Values – Leaders play the greatest role in shaping the culture of any organization. They set the examples and the staff follows them. Thus, it is very important that

the leaders in any organization portray the values and work culture of the organization. If their behavior does not align with the values of the company then, you will never see any change in the organizational culture. No matter how good they are at their job, or, how effective their management tactics are, if their personality does not match with the company values, then, you can never bring in some positive changes in your work culture.

Step 4: Stress on the Importance of the Company Values – Every employee must understand the company values. That means every decision that they make should be made while keeping these values in mind. Encourage your employees to make the workplace a positive environment where every employee has a similar outlook, similar visions, and similar agenda. But, as mentioned earlier, that will only be possible when the leaders will set an example for the staff.

Step 5: Bonding is Important – To make the office a happy place, your employees need to get along with each other, but how will that be possible if they are always pressurised with work and do not get time to interact with each other? Thus, put some time aside every week and organize an event for your employees. That will give them the time to interact with one another and get to know each other personally. A recent study by Virgin Pulse shows that for employees to be happy at work, they also need to have good relations with their employers. 60% of more than 1000 employees believe that a great relationship with their employers positively impacts their work (https://www.entrepreneur.com/article/252251). So, make your office a happy and healthy place by ensuring everyone in the office share a good bond.

Step 6: Create Better Learning Environment for Your Employees – Aim to create a work culture where your employees will always be motivated to learn new things and constantly keep developing their skills. Stress on your employee's growth because that shows that you value them. Your employees feel like they are not another cog in the machine, rather they are valuable assets of the company. Organize various seminars and make training programs a part of your company culture. As an organization, you will have to provide your employees with training resources. Studies have shown that organizations that stress on developing a learning culture have seen greater innovation, better productivity, and most importantly, satisfied and fulfilled employees.

Step 7: Build Work Culture From the Very First Day – The kind of culture that you build for your organization plays a great role in determining your company's fate. It plays a great role in every aspect of your company, and that is exactly why it is so important that you stress on establishing a positive work culture in your office from the very first day. Anytime you feel a negative vibe at your organization and feel like there need to be some changes in the work culture, do it, it is never too late to start something good.

Step 8: Different Employee = Different Approach – Every employee has a unique personality thus, you have to deal with them differently. Make your employees feel that they are special or else you could end up losing them. Do not make your employees feel like they are "just another employee", rather, make them feel that they are important. Do not reject your employee's individuality because when you do that, you undermine their contributions and strengths. Treating your employees fairly has got to do nothing with treating them the same way. You will have to manage the needs of the individual employees in a unique manner to make them feel valued.

In today's world, there are thousands of companies in the market doing the same job and providing the same services that your company is providing, so what makes your company different? It is your office culture that makes your company different. Your company is constantly competing against

other companies in the market. If your company does not have anything different and has zero offices culture, it is surely not going to keep pace with today's fast-moving world and fall far behind. Your organizational culture should promote a healthy environment for your employees. A healthy workplace ensures that employees are committed to delivering their best and are also committed to getting the job done. Also, the lack of negativity in the workplace helps employees to learn from one another and that improves the overall performance of the organization. An organization, where the employees share similar work culture and have a similar vision, will always bring out the best in their employees. Like Brian Chesky, Co-Founder and CEO of Airbnb, rightly said "Culture is simply a shared way of doing something with a passion."