

# SUPPORT YOUR TEAM!

10 tools to help business owners, managers and supervisors encourage innovative and passionate employees

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TOOL 5 of 10

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# Visible culture

## Promote Your Mission, Vision and Values

- Portray them in the work being done
- Print them in the employee handbook
- Have meetings about them
- Display them on stationary, pens and tools
- Post them on the company website
- Include them in email signatures
- Pin them up in the lunch room
- Bring them up at every staff meeting

### Consider this . . .

Take advantage of positive media, even if you have to create it on your own. Think about starting a blog that features the positive things your company does, whether it be hiring students or volunteering as a team. Promote anything and everything that can be attributed to a supportive culture. That way current and prospective employees can really get to know the company and what it stands for.

## TOOL OVERVIEW

You've heard it many times before, a supportive culture is essential to fostering team spirit and creating the environment necessary for company success. What's more is that today's employees are looking to work for an organization that values the same things they do.

So you have the vision of what your corporate culture looks like. You know the beliefs you want your company to portray. You may have even spent time crafting memorable sayings and acronyms to describe these values.

**So why don't your employees know what it is your company stands for? Why when you recruit talent do you struggle to get the right fit?**

The problem is common, your company culture isn't visible. No one can embrace what can't be seen. Luckily the solution is simple. All you have to do is find ways to get your message out there and commit to communicating your mission, vision and values everyday.

WHY NOT CREATE A CULTURE WHERE POSSESSING AN ENTREPRENEURIAL WAY OF THINKING IS CONSIDERED A CORE VALUE AND CREATIVITY, INNOVATION AND PASSION ARE DESIRABLE TRAITS?

### Food for Thought

With **social media** you can update content so quickly and easily. Why not use it to showcase your corporate culture in action?

## Get Online

Social media is revolutionizing the way we connect and it's safe to say that outlets such as Facebook, LinkedIn and Twitter are here to stay.

With this in mind, why not find a way to use social media to your advantage? You should always be on the lookout for innovative ways to share your company's values with the community.

A Facebook page, a LinkedIn profile or a Twitter account are all great means to achieve an online presence, build a virtual community and engage with current and potential employees.

Have fans, followers and share great content with others. Think about it, social media is free, current and very, very popular! Why not get online?



### Everybody's Doing It:

Since late 2007, more than 3 million Facebook pages have been created by large and small companies alike. What's stopping you?

Source: The Globe and Mail: www.globeandmail.com

## Want followers? Reward the leaders!

If you want your employees to truly embrace the corporate culture you must make sure they feel motivated to do so. Start an **Employee Recognition Program** that rewards those who live the company mission, vision and values everyday.

The rewards don't have to be huge or even monetary. Once your team sees someone receiving recognition for supporting the company culture others will be sure to follow!

Google this: *visible corporate culture*

EMPLOYMENT ONTARIO

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