



BUILDING YOUR WORKPLACE CULTURE: WHERE TO START

Starting from scratch? Here's three points to get you underway.

1. Know what you're starting with

As a leadership team, do some observation and research your own data. What do you see and hear going on in your workplace?

- What do the stats tell you? Do you have an issue with absenteeism, team members arriving late or leaving early?
- Take a walk around your workplace (and let your fingers do the walking in any online forums where your team get together) and observe. Try to do this dispassionately and avoid 'judging' what you see. This is purely a fact finding mission.
- What behaviours are you rewarding? This one may take some introspection!
- How is the workspace laid out? Does it make it easy for your people to interact?
- Are the workstations fit for purpose? e.g., are the chairs comfortable, are the desks the right size and height, are people cramped? Do your people have the tools and resources they need to perform optimally?
- Are people talking to each other, smiling, enjoying being together? Do they communicate online or talk to each other in person?
- How do people react when you ask how they're doing? Are they warm, friendly, disinterested, blunt?
- Are your decisions based on what the business needs, what your people need, or a balance of both?

2. Define what you want your culture to be

Consider what you want your reputation to be internally and externally (with potential/existing clients and employees) – what do you want to be known for? Promoting wellbeing, encouragement and support? Bear in mind, this isn't a one-off exercise: Your culture will evolve over time as your organisational priorities evolve and team members come and go. And remember, unhappy employees are like unhappy customers; they tell others!

3. Get building!

Creating a positive culture isn't something we do to our people, it's something we do together. Consultation, contribution and communication are all key to the success (or otherwise) of our plan. Off-the-shelf plans will provide some ideas, but to feel truly authentic, we need to be creating something that is based on the realities of our unique workplace. Check out our other resources to help progress your workplace culture journey – [Workplace Culture 101](#), [Building Your Workplace Culture: Ideas Pool](#), [Building Your Workplace Culture: Pick and Mix](#).