

# Perception is Everything: The Impact of Your Company Culture

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# First Things First...

The purpose of a company is not to create a nice workplace culture but to function in the economy, to provide goods and services.

- Edgar Schein

- What does function in the economy mean?
- Goods and Services?
- So why does company culture matter?



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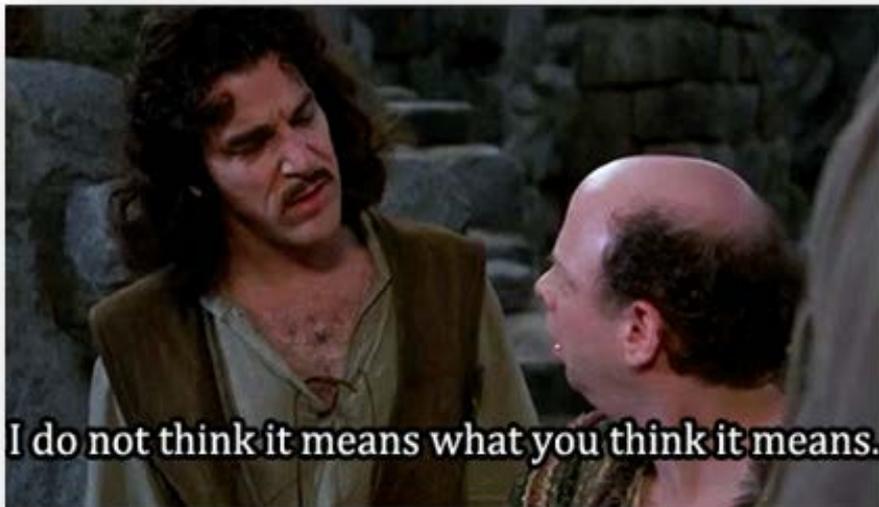
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**Culture** - the set of shared attitudes, values, goals, and practices that characterizes an institution or organization

- Miriam-Webster



**Climate** - the shared meaning organizational members attach to policies, practices and procedures they experience and the behaviors they see being rewarded, supported and expected.

- Ehrhart, Schneider, Macey 2014,

# Leadership and Culture

**Culture** – the set of **shared attitudes, values, goals, and practices** that characterizes an institution or organization  
- Miriam-Webster

*“You must be the change you wish to see in the world.”*

- Mahatma Ghandi

As leaders – you must be the changes you want to see in your organizations. Lead by example, and steward your companies values.

How does leadership influence shared attitudes, values, goals, and practices a.k.a. culture?

Go to [www.menti.com](https://www.menti.com) and use the code 39 60 65

# What word(s) do you associate with the culture of our industry?

 Mentimeter



Slide is not active

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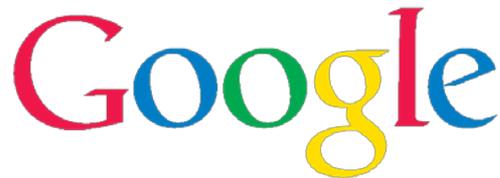
# Elements of Company Culture



# Company Culture – It's not just tech companies!



facebook



WARBY PARKER  
eyewear



# Maximizing Company Culture

How do you leverage your company culture to improve business?

Do your employees know the core values and goals of your company?

Are you marketing your company culture strengths to your advantage?



# Example of Culture in Advertising



# Where does company culture fit in your business?

- Professional services
- Profitability
- Risk management
- Quality
- Safety
- Succession Planning
- Innovation
- Employee satisfaction
- Benefits



Does your company culture support your business goals?

# Metrics

- How do you know if you have a positive company culture?
  - Employee surveys can tell you if your company's values are shared by you leaders/managers and developing local climates that reflect our values
  - Engagement in corporate functions and groups
  - Conference participation/presenters
  - Increase in employee referrals
  - Rehires
  - Low turnover rates
  - Low TRIs (total recordable Injuries)
  - New licenses/certifications

# Marketing Strategies

- Social media
  - Photos and articles
  - Likes, shares
- Conferences
  - Posters
  - Booth design
  - Handouts
  - Word of mouth
- Internal Publications
  - Intranet
  - Quarterly updates from leadership
- Proposals!



# Aligning with Clients

- How can your company culture help win work?
- What parts of your company culture overlap with your target clients?
- What's changing with our industry and clients as new leaders emerge?



# Recruiting and Retention

- Do your job requisitions highlight your company culture?
- What about your recruiting and job fairs?
- What about during interviews?
- Do you highlight company culture internally?



# Ideas for Reinforcing Your Company Culture



# Innovation

## Smart Cities Council

- Network of leading companies whose goal is to use digital technology & intelligent design to create smart sustainable cities with high quality living and jobs.



### **Pappas Wins Gannett Fleming's Inaugural Innovation Challenge**

*Employee contest brings smart cities solutions  
to light*



# Safety Spot Light

## VIDEO

Directors are assigned a month to deliver targeted safety messaging to his/her staff, which can then be shared with other areas of the company

# Employee Resource Groups

**FuGen**  
**The Future**  
**Generation**

**Connected**  
**Women**  
**at GF**

**Military**  
**Veterans**  
**at GF**



# Safety

- Ideas for fostering culture of Safety
  - Consistency across all projects - no compromises
  - Leadership participation
  - Financial contributions to initiatives and programs
  - Include clients and subs in safety events
  - Social media and internal sharing



# Community Service

- Ideas for fostering culture of community service
  - Leadership endorsement
  - Volunteer time
  - Donation matching
  - Team outings
  - Empowerment of employees to serve locally
  - Employee recognition and awards



# Valuing Employees

- Ideas for fostering culture of valuing employees
  - Investments in training
  - Empowerment to present at conferences
  - Mentorship program
  - Career planning program
  - Employee recognition and awards



# Closing

The purpose of a company is not to create a nice workplace culture but to function in the economy, to provide goods and services.

- Edgar Schein

Your company culture influences how well you function in the economy, and who chooses to buy your goods and services.

Perception is everything.

- Us

# Questions?

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*Excellence Delivered **As Promised***

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