

# THE IMPORTANCE OF ESTABLISHING COMPANY CULTURE

## ESTABLISH YOUR CULTURE



### WHAT MAKES YOUR COMPANY TICK?

What makes your company different from all others? What makes you unique? What makes you special?



### DEFINE YOUR CULTURE

Company culture is the mission, values, ethics, and expectations held within the organization. Culture dictates everything from office politics to the philanthropic interests of the organization.



### CREATE CULTURAL AMBASSADORS

A well defined and established company culture will allow all of your employees to understand and carry out your vision.

## ANALYZING THE DATA



47%

47% of people look for a new job because of company culture



400%

Companies with strong cultures saw a 400% increase in revenue growth



30%

Companies with an engaged culture have 30% greater customer satisfaction

## PRACTICE YOUR CULTURE



### CULTURE IS A LIVING CONCEPT

In many organizations there are missions, visions, and values gathering dust on the wall of a corporate office. Live your culture everyday, do not let it gather dust.



### FOCUS ON THE POSITIVE

Employees are more likely to enjoy work and have higher productivity when their values align with the workplace.