

INDIA'S BEST MANUFACTURING WORKPLACES

CONSUMER CONNECT INITIATIVE

CULTURE HELPS CREATE AN EXEMPLARY ORGANISATION

Great workplaces realise the importance of revitalising their company's culture by understanding the needs of their people



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Among the many dynamics that affect an organisation's aptitude to innovate, compete, and engage customers and employees is culture. Culture is often thought of as a difficult-to-define or soft concept in the world of management. Soft not in the sense that it isn't vital—majority CEOs of organisations that have been recognised as the great places to work will agree that their skill to instill values and mission into the DNA of a firm is amongst the most important work they do. But it's been called soft because little research has been targeted at trying to quantify its importance on performance.

But what is culture? Culture is the amalgamation of vision, values, mission and quotidian elements of communication, essential interaction and operational goals that conduct the organisational atmosphere

that pervades the work space.

- **Vision:** A great workplace begins with a culture that has a vision for the company. These simple yet impactful phrases guide a company's trajectory and provide it with purpose. That purpose, consequently, orients every decision employees make. When they are deeply authentic and prominently demonstrated, effective vision statements can even help customers, suppliers, and other stakeholders to direct themselves accordingly.

- **Values:** Values that govern a company are the heart of its culture. While a vision expresses a company's purpose, values articulate customary guidelines on the behaviours and approaches needed to attain that vision. What's imperative is that the set of values should be properly communicated to all employees. They should

also include the way that firm promises to serve clients, treat colleagues, and uphold professional principles. The values, even if they are not original, should be authentic. These values form the basis of making a great workplace.

Yeshaswini Ramaswamy, serial entrepreneur & founder of Culturelytics, says, "Mission statement and values of a company are the essential north star for any organisation. Any company worth its salt will invest in creating a purposeful statement for itself. It is a guiding principle that employees and leaders can turn to, when times are uncertain and volatile."

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globe also have some of the strictest recruiting policies. No enterprise can create a holistic culture without employees who either share its essential values or possess the inclination and ability to embrace those values. On the other hand, it's also essential for a company to have the right values and a healthy environment to retain its clients and employees. People tend to stay loyal to cultures they like, and more importantly, preserving such people strengthens the culture an organisation already has.

Naina Sharma, an HR expert, says, "Every touch point in the employee life cycle starting from pre-hire to on-boarding and then developing and retaining employees has to align to a desired culture or a framework of values and behaviours. While the focal point is the employee, the thought process has to be revolved around purposeful and compassionate leadership."

- **Space:** Certain studies suggest that the location

- **Practice:** As the common saying goes - what you preach, you must also practice. If companies fail to exercise their vision and values, then unity and respect are lost on the employees and customers. An organisation must ensure to enshrine the code of conduct it professes for the growth and sustainability of a well-developed corporate culture.

- **People:** Companies are often thought of as second homes for most employees. It isn't easy to get in a company and it shouldn't be. The people of the company should adhere by its values and imbibe them as a way of life. This is one of the reasons why the greatest firms across the

and the place of the office also serve as essential points in building a strong corporate culture. Open architecture is said to boost creativity, out-of-the-box thinking and generates more positivity. Such a physical space is also believed to be conducive to competency, collaboration and participation. Place - whether geography, architecture, aesthetic or design - influences the values and conducts of people in a work space.

There are several other factors that influence corporate culture. Each enterprise is unique and hence, needs to create a culture based on its individual needs and should be conducive to reach the maximum potential of its employees.