Driven by Culture

While team building activities, rewards and recognition, training and development initiatives are the prevalent forms of employee engagement programmes, work culture too, can be a crucial driver of employee engagement.

Leadership Role

Most studies show that a key employee engagement driver is the actions of senior leaders. Leaders, as they are perceived to embody the organisation’s values, are key in insuring that their work culture promotes the organisation’s vision. By setting examples for employees who look up to them for guidance, empowering employees by making them feel valued and providing them platforms to voice grievances and acting upon them, leaders can greatly influence an employee’s attitude towards work.

To rebuild your company’s culture successfully, organisations need to first define their ideas on a suitable company culture by giving their employees a frame of reference. Instead of leaving the organisation’s work culture open to interpretation, companies must ensure that every employee can successfully articulate a predefined idea of what employers expect their culture to represent. A 360 degree communication approach of using emails, SMSs, banners, posters, etc, which capture employees’ attention can help them frame a work-culture that is in line with the organisation’s vision.

Defining Culture

While culture may seem a nebulous concept that escapes any form of quantification, the fact is that culture can be quantified, and one can develop tools to track and measure it.

While what an ideal company culture constitutes may differ from one company to another, employers can use surveys to get inputs from employees and track their progress to gauge what cultural tools can best complement an employee’s work output.

If organisations don’t have a processes in place to maintain their culture and track worker’s behaviours, they risk facing the consequences of having a dissatisfied work-force. Everyone in the organisation needs to be aligned with the company’s defined work culture.

Companies must coach their staff to think about how cultural environments of organisations must keep in mind that creating a culture is a process and not a one-shot task. This is particularly true in larger organisations. Hence, companies can start overhauling their working environments by laying down parameters that constitute an ideal workplace and being consistent on coaching employees about it until they start to see actionable changes.

The author is talent head, AEGON Religare Life Insurance

---

CAREER GUIDANCE

FOR EDUCATIONAL COUNSELLING, VOCATIONAL GUIDANCE AND CAREER QUERIES, WRITE TO OUR EXPERT SWATI SALUNKHE, SWATI IS A POSTGRADUATE IN GUIDANCE AND COUNSELLING AND A QUALIFIED MBTI PRACTITIONER

Q I have completed a three-year government diploma in interior design along with a BCom degree. I also worked for a few years before taking a break. I wish to start freelancing. Please guide.

— Ashar

Get in touch with your previous workplace or clients for further references as well as apply to architectural/construction/interior design firms to secure a job. In the mean time, spread the word amongst your contacts and also register with various job-sites. Also, it is important to be positive and innovative in this field.

— Ansari

理想的,你应该完成你的学业(任何领域)并且也会为你的简历提供良好的表现。在完成学业之后,你希望在生物科技领域工作并且能够开始在孟买的公司工作。您需要拥有的一个领域或行业经验。您也可以根据自己的兴趣和技能选择不同的公司。孟买的生物科技公司有各种不同类型的公司。