

Cultural Alignment – Proactively Managing Employee Experience

“Deloitte Human Capital Trends research shows that 86 percent of business leaders rate “culture” as one of the more urgent talent issues, yet only 14 percent understand what the “right culture” really is. The problem is not one of “talking about culture”; it is time to carefully define your culture, measure it, and find where and how it may be misaligned.”⁶

Cultural Alignment and employee engagement are a critical component of employment branding, because an organization’s culture becomes their employment brand. An employment brand is the way that an organization’s current employees, prospective employees, and other key stakeholders perceive the company as an employer. A strong employment brand is one that clearly communicates the culture of the company, its mission, and its values; giving people a compelling reason to want to work for – and stay with – the organization.

Employee Feedback

- Promote open dialogue through stand-up meetings, 1:1s, 30-60-90 day reviews, and informal get-togethers
- Provide cross-training and development opportunities
- Encourage creativity and innovation through inter-office contests and promotions
- Keep them on their toes by asking for ideas and feedback on company operations
- Be open and honest with your feedback
- Endorse good opinions and ideas and work through the ones that could use improvement, or provide reasons why it won’t work
- Create feedback loops to keep employees involved in the decision-making processes
- Be engaged in day-to-day operations and ask for input regularly
- Regularly engage with employees by asking “Why do you choose to work with our organization?”

In addition, increasing recognition of employee ideas and opinions, as well as high performance, can also impact feelings of engagement and satisfaction. Several ideas are detailed below.

Employee Recognition

TalenTrust recommends that arc implement programs for increased employee recognition, including a focus on performance-based recognition as well as cultural and values-based recognition.

Implement Top-Down Employee Recognition: “Weekly Wows”

Company leaders and managers should make a conscious effort on a weekly basis to think about and call out individual employees who have done a great job that week. Recognition can be given for specific accomplishments, or for general sentiments such as living the company’s core values.

The format for these “Weekly Wows” should be video messages whenever possible. Leaders can use simple, free software (such as the Windows 10 Camera application) to record very brief video segments highlighting the employees they’d like to recognize, and then send those video clips to the designated company representative to compile. In situations in which video messages are not feasible, the recognition can be submitted in text format. The compiled recognition should be sent to all employees, either via email or posted to a shared location.

Implement Peer-to-Peer Employee Recognition: Core Values Nomination Program

TalenTrust recommends implementing a Core Values Nomination Program that encourages employees to recognize one another for living the company’s values. The nomination program will include a submission mechanism (online form, email, or Cheers for Peers by TinyPulse) by which an employee can nominate a peer, leader, or direct report for embodying a particular Core Value or multiple values.

The employee who is nominated should receive a notification to alert them that they were recognized. Supervisors or managers should also receive a notification when their own employees are recognized, so they can extend their own appreciation, as appropriate.

All nominated employees should also be publicly recognized during company meetings. On a monthly basis, all nominated employees should either receive a small reward, or, depending on volume, should be entered into a raffle to receive a reward. Ideas for recognition rewards include monetary incentives, desk trophies, extra paid time off, a special parking spot, etc.

Nominating employees (those who nominate another) should also be entered into a raffle on a monthly (or minimum quarterly) basis to receive recognition for taking the time to call out a peer. The goal of rewarding nominating employees is to reward the behavior itself – the nomination. This will help keep the recognition program top-of-mind among employees.