Guide to Creating a Strong Employee Experience

How Company Culture Contributes to the Employee Experience

Overview:

- In this guide, we define company culture
- We share tips for strengthening your company culture
- We also explore what impact these changes have on the employee experience

Company Culture Redefined

Creating a company culture that is worth showing off requires much more than an office foosball table.

What we're talking about is a deeply ingrained culture. One that gives employees a strong sense of belonging, motivates them, makes them feel appreciated — and inspires them to help the company succeed. When you think about companies like Google, it's not without reason that you think of incredible office spaces with outstanding equipment and exciting job opportunities. That's all part of the company's brand.

But a strong company culture comprises so much more. Not only must it impress the employees, but it must also give the company an edge over the competition. In this guide, we have compiled some ready-to-deploy measures to help you build a culture that does all of this and more.

In order to strengthen the employee experience, there are a variety of ways to shape your company culture. This approach brings many benefits to the company and contributes to the employees' well-being.

Attract Top Talent

A strong company culture is reflected in positive employer reviews and word-of-mouth recommendations. This makes it easier to position yourself as a great place to work and helps attract skilled employees.

Increased Employee Retention

Positive company cultures have been proven to reduce staff turnover. This is an effective way to save time and money, as onboarding or training new staff can take up a lot of resources.

Positive Workplace Atmosphere

Good company culture improves the team spirit among employees. When they feel a connection to the company, employees will pull together.

Higher Employee Engagement

The right culture attracts top talent who will help the company succeed. What's more, a healthy work environment motivates current employees. When employees can identify with the company's goals and values, they are more engaged and willing to go the extra mile.

Steps to Creating a Great Company Culture and Positive Employee Experience

HR plays a leading role in designing an engaging company culture. Implementing that culture requires coordination, communication, and a talent for mediation. Ideally, your HR team should already possess these skills and know how to use them.

Through being responsible for recruitment and guiding new hires in the company, HR possesses knowledge of the market and a deep understanding of the company's goals and vision. HR employees who live by the company values can function as role models and spread the culture throughout the company.

HR should have constant contact with key figures to reflect on whether employees really are living up to the company culture and values. If something is amiss, then they will be able to quickly respond. Here are the most important steps:

1. Set Strategic Company Goals

In order to define a strategy, you first need to take stock of the existing company culture. You will need to answer questions such as:

- Where are we currently and where do we want to be?
- Which steps will take us closer to our strategic goal?
- How is our teamwork and team spirit at present?
- What are our company's values and vision?
- How do we currently live these values?
- Have we identified the current industry trends?
- How well prepared are we for the challenges of our industry?
- From whom can we learn?

Creating a positive employee experience is the answer to the skills shortage. But to achieve and maintain this, you need the right company culture.

2. Define the Values of Your Company Culture

Company values should not be defined by company leadership alone. After all, the values should be lived by the entire organization. For that reason, it's a good idea to involve employees and stakeholders from different departments and teams.

The values should be aligned to prepare the company for future challenges. Once you have formulated the values, you should ensure that they are actually put into practice and do not just remain as empty words. It can also help to assign specific people to be responsible for each value. They can then monitor their development and implementation within your organization and enter into dialog with other employees.

## 3. Implement the Values Within Your Organization

Implementing company values starts with recruitment: You should check that potential candidates are a cultural fit. Next comes the onboarding stage, an important step in communicating the company values and making employees feel at home. It's also important to regularly discuss the company values, question them, and make them a part of the employees' daily lives. You can do this through posters in the office or with little digital reminders for employees who work remotely. The company values should not be a topic that is addressed only once and then filed away and forgotten.

It's crucial that company leadership acts as a role model and sets an example by living the values. Just like the employees, the leaders should also be given practical tips on how to implement the values in their day-to-day work routine. One way to do this could be during a casual coffee break, where employees are paired at random to share a quick break together once a week. This is a format that we have successfully introduced at flair.

In order to create a great employee experience, you first need to have the right employer branding in place. Your company culture plays a significant role in this. Employer branding starts in the recruiting and onboarding phases. You can reinforce your employer brand by telling an engaging story that communicates the company values. Ensure that the values are a part of every working day and that management lives by them. Once you have done this, remember to regularly challenge the values and adjust them over time.

4. Continuously Optimize Your Strategy

It's essential to constantly monitor whether the implemented tools and measures are achieving the right results. Unfortunately, company culture is very difficult to measure. Creating the right company culture is a continuous process — but it's also a journey that requires strategic planning and guidance. The following points help you identify KPIs that reveal whether your efforts are leading in the right direction or whether it's time to take action.
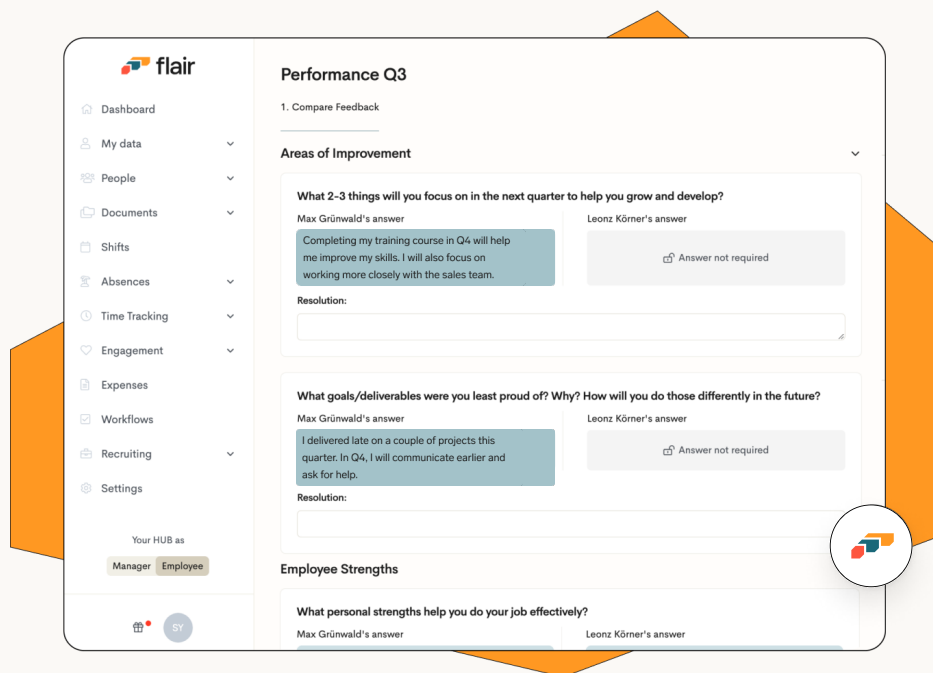
- Gather regular feedback: Using a digital HR solution such as flair, you can send out surveys and instantly see the results online and track them over time. This enables you to quickly identify trends. For example, a noticeable increase in negative responses to survey questions could indicate a lack of engagement or poor company culture.

- Make HR an intermediary: HR should be in close contact with employees. By establishing a trusting relationship with other teams, HR can obtain honest feedback and may be able to draw conclusions from an employee's behavior.

- Reflect on values frequently: Environmental factors and demands on the company and working conditions are constantly changing, so it is vital to question the company values and adjust them to new circumstances. This is a continuous process.

Time for Reflection

How Can Improving Company Culture
Positively Impact the Employee Experience?
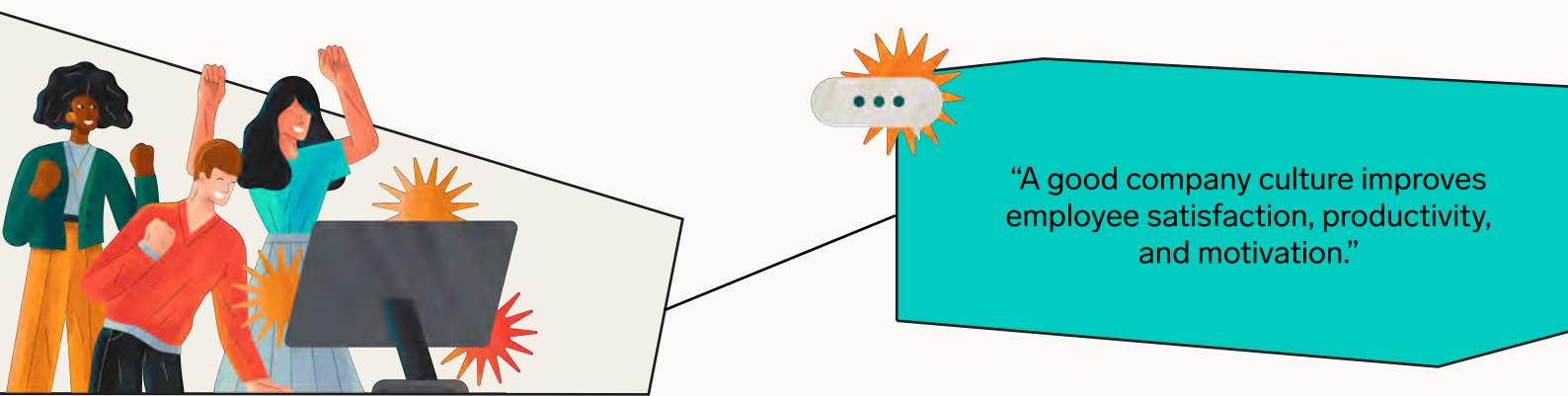
"A good company culture improves employee satisfaction, productivity, and motivation."

A good company culture improves employee satisfaction, productivity, and motivation. Employees communicate this to the outside world and share their experiences either by word of mouth or in a review on an employer review website. Properly formulated and strategically implemented values form a stable basis. They can make applicants interested in a company when they share the same values and therefore feel a connection to the company. But aside from strong company culture, what else is a part of the employee experience? Here are some of the most important aspects.

Practical Tips for Implementing an Employee Experience Strategy:

- **Put yourself in the shoes of the ideal employee:** You must first understand how potential candidates feel and think in order to find the right approach to engage them emotionally. Ask yourself: What drives the employee? What do they think? How can we as a company act?

- **Gather feedback:** Feedback is not only needed when defining company values. As a company, you should empathize with your employees and have a constant dialog with them to quickly recognize and interpret the mood. If the mood in the workplace is going in the wrong direction, it is time to act.

- **Support employees:** Companies can draw on their experience to offer support even before it is needed. This makes sure that employees feel well looked after even shortly after starting at the company and provides them with a strong sense of security and self-assurance.

- **Create memorable moments:** Team events, celebrating company success or employee anniversaries can all provide moments to remember. Employees recognize and appreciate these little gestures

- **Design the ideal work environment:** The work environment is a key factor whether you have a remote, hybrid, or presence-based workplace. However, it can be difficult to influence the remote working environment. The employer can at least ensure that employees have all the equipment they need to perform their work comfortably. Providing extra goodies such as a welcome pack including company-branded stationery and clothing helps create a stronger sense of belonging and makes employees more engaged.

- **Accompany employees throughout every phase:** The employee lifecycle comprises attraction, recruitment, onboarding, development, retention, and separation. HR and team leaders should remain close to employees through every phase to ensure they provide the best possible guidance.

Ideas for Different Phases of the Employee Experience

The employee experience covers every phase of an employee's relationship with an organization. But these phases can also be expanded by several more points that play an important role in creating an outstanding employee experience.

Attract New Employees

Good reviews, recommendations, and a strong presence in business networks can help in this phase

Streamline Recruitment

In the recruitment process, you should have a quick response time, communicate empathically, and check that candidates are a good cultural fit. After deciding to apply to your company, the job interview gives the candidate their first personal impression of your organization. Communication before and after the interview should align with your company values. It's also important to communicate these values in the discussion and check whether the candidate connects with them.

Hire an Employee Experience Manager

Since HR management involves many tasks, it can make sense to employ a person responsible for the company culture, benefits, workload management, and learning and development programs. Having a dedicated employee experience manager also shows staff how important this topic is to your organization.

Structure the Onboarding Process

Solutions like flair can help you optimize the onboarding process. They ensure that new hires understand the first steps and know their first tasks and where to get the help they need to settle into the new role. It's also important that new employees get to know their colleagues. Especially in remote teams, this can be a challenge and requires active encouragement and support.

Utilize Technology

Providing employees with technology extends beyond physical work equipment and includes digital tools and programs that enable smooth collaboration. For example, our flair solution comes with tools that help employees organize themselves and provide automated workflows for recurring tasks. You can also use the platform to collect and share feedback and praise. Employees can book absences digitally and track their working hours. These features are particularly beneficial for companies that have a hybrid work policy.

Offer Learning and Development

Employees should be fully aware of their career prospects and potential training and development opportunities. This shows them that your organization values them, and it benefits both sides. The company benefits from higher levels of knowledge and more motivated employees. Meanwhile, the employees will be pleased to have the chance to learn more and improve their skills.

Increase Engagement and Motivation

A good company culture can be a powerful motivator for employees — and this guide covers the necessary steps. Listening to the employees and acting on their feedback is a great way to boost engagement and motivation.

Guide the Offboarding Process

All too often, companies drop the ball when employees announce their intention to leave. But even here, ensuring a smooth departure from the organization is a part of a positive employee experience. Parting on good terms means that former employees are more likely to speak positively about your organization after they leave and they might leave a good review online. This boosts your reputation and helps attract new employees, making it an essential part of the employee experience.

When dealing with your employee experience, it is helpful to regularly question yourself as a company.

- Have we implemented every aspect of our employee experience strategy?
- Are the measures working as intended?
- Are all leaders on the same page?
- Which aspects could we optimize?
- Have the implemented measures really improved the employee experience?
- How are the improvements reflected in employee feedback?

Summary

You should clearly define what you want to accomplish with your employee experience strategy. Doing so allows you to evaluate your success and make improvements in the future. Like company culture, the employee experience is an ongoing process that demands regular adjustments and feedback from other people involved. This is the way to ensure that your efforts produce results and contribute to the success of your organization.

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