

Observations from the Bridge

Industry Staffing News

For the Industrial and Consumer Goods Industry

In This Issue

[Importance of a Healthy Corporate Culture](#)

[10 Signs a Company Has a Serious Culture Problem](#)

Importance of a Healthy Corporate Culture

Every organization, from small businesses to large corporations, has a culture. The culture refers to the values and attitudes of employees in the business or organization. In a business with an unhealthy culture, employees act as individuals, performing their duties to meet their own needs, such as a paycheck or health benefits. A healthy corporate culture values each employee in the organization regardless of his job duties, which results in employees working as a team to meet the company's and their own personal needs. Healthy corporate culture improves the performance of a business in a number of areas.

Employee Retention

In a company that values workers for their contribution to the business, employees experience high morale and a positive attitude toward the organization. Workers with a positive attitude are loyal to the organization, which reduces employee turnover. Worker turnover has a high cost to a business, with increased costs for recruitment, hiring and training. A healthy corporate culture can help a company retain valuable employees and

Hot Topic - The Importance of Culture:

Good morning Joachim,

Lately, we have been focussing on the topics of employee onboarding and retention. Today, we would like to introduce you to a topic that is close to our hearts - the *cultural fit* between candidate and company.

Over the past several weeks, we have been working on a new personality assessment tool that incorporates "cultural fit" criteria that help us gauge how well candidates adapt to a new culture. This can include foreign or regional moves, as well as from large to entrepreneurial companies. We define this criteria as the "Q-Fit" - the cultural fit between a candidate and a company. The Q-Fit assessment allows us to provide our clients with another assessment criterion in the selection process of finding the right talent for their specific work environment.

Characteristics of our Q-Fit include a person's ability to understand, tolerate and accept cultural differences, openness to change, and ability to deal with ambiguity. All these characteristics influence and determine a person's degree of cultural adaptability - a factor that is increasingly important in international recruitment.

With many years of recruiting experience, we know how important the cultural fit is for successful and satisfying employee-employer relations. To provide you with deeper insights on the importance of corporate culture, we picked two articles that stress the importance of a healthy corporate culture.

We are looking forward to launch our new Q-Fit assessment tool soon and are pleased to keep you updated on this initiative.

Please feel free to contact us for further information.

Sincerely,

Joachim Woerner
Managing Director



10 Signs a Company Has a Serious Culture Problem

Looking for a job? It always surprises me how few people interviewing at my company ask about our culture. But they should. Over the last several months, we've all seen two cultural meltdowns that got big media play, and neither company came off well. In one, a woman named Julie Horvath resigned from GitHub and took to Twitter to complain about its alpha-male culture. This eventually led to the resignation of the CEO. In the other, a PayPal manager named Rakesh Agrawal began saying nasty

reduce human resources costs.

Reputation

Companies with a healthy corporate culture gain a positive reputation among potential workers, which may attract talented and skilled workers to the organization. In addition to attracting high-quality workers, a well-regarded business reputation allows the company to charge a higher price for products and services and increases the value of the company in the financial market. Customers may prefer to conduct business with a business with a solid corporate reputation as well.

Productivity

The improved morale of workers in a company with a healthy corporate culture increases productivity. When workers increase productivity, the financial health of the organization improves, and profits increase. Increases in productivity are a measure that illustrates efficiencies and effectiveness in the company. Employees benefit from increases in productivity with higher salaries in employee benefit programs.

Quality

Healthy corporate cultures encourage workers to deliver quality products and services. Companies with cultures valuing the highest standards create an atmosphere for workers to deliver products that meet those high standards. The cultural standards for excellence are an important factor for creating a product or service with a reputation for high quality.

By: Luanne Kelchner (Demand Media)

Quick Links

[Visit our website](#)

for further information about our services.

things about other executives on Twitter. They tweeted back that he was mentally ill and they hoped he would find the help he needs. No matter what he did, that was not the sign of a happy workplace.

Aside from the unpleasantness, bad cultures are also bad for your career. Successful people tend to work for winners, and a good culture has been shown to drive long term financial performance. Work for a happy place, and you'll likely do better in life.

However, that brings up a question. How can you know anything about a company's culture when you only go for a single interview? Believe it or not, there are signs. As an advertising agency, my company does interviews with dozens of potential clients every year. Over time, we've come up with a list of red flags for company culture. No one of them, by itself, should turn you off. But if you see, say, five of them, you may have a problem on your hands. Here they are:

1. They make a big deal out of the Ping-Pong table.

Having a Ping-Pong table is fine; bragging about one is not. Why? The corporate world has somehow equated owning one with having a fun loving-culture. If your potential employers emphasize theirs, it may be a sign they're checking off boxes rather than giving their employees what they really want.

2. The place is a dump.

Whenever I walk into an office, I look along sightlines. If I see boxes sitting in the aisles and chairs piled up in meeting rooms, I know no one cares about the place. And there is probably a good reason why.

3. Only the leaders have offices.

We're always leery of a place where everyone has a cube except for the bosses. That usually indicates a hierarchical structure in which management and employees are at odds.

4. No one talks about culture.

Companies should try to sell you on their culture. If the person interviewing you only wants to talk about your qualifications, ask yourself what she's not telling you about the work environment.

5. Leadership demonstrates bad culture.

Culture always flows from the top. You may not have a chance to meet senior management, but you can probably track down a video of them. Your initial reaction may speak volumes about how much you'll enjoy working at the company.

6. Your interviewer talks about excellence.

Every organization strives to succeed. That's a given. A company that emphasizes excellence may also hold its employees to unachievable standards. Rather than focusing on your job, you'll be worrying about your job.

7. It just seems weird.


A happy workplace should hum. Some people should be up, moving around, and talking to one another. They should not seem bored or stressed. So take a look around, and ask yourself if the average person seems happy or not.

8. The company values are posted on the wall.

If you see this, don't bother with the interview. Simply find the nearest exit and walk through it.

9. It's five o'clock, and everyone is buried in work.

If you can, schedule your interview late. Five o'clock gives you a great opportunity to see how a company manages the work-life balance. A few people working late are fine, but some should be heading home.

 Send to a Colleague

Like us on Facebook 

Follow us on  twitter

View our profile on  Linked in



10. If they ask you if you have a question, ask this:

"How much time do you spend with your coworkers after 5 p.m., and doing what?" Good answers include having a beer and playing softball. Bad answers include anything to do with work, unless it happens only occasionally.

A lot of people would say that work should be a place for work and that these days any job is a good one. Agreed. Obviously you should get the job you can if you're having trouble finding one. But if you have a choice of employers, try for one with a good culture. You'll be happier, and your career will thank you.

In fact, the only downside to a good culture is that you'll never become famous for ranting about your boss on Twitter. Then again, that 15 minutes is probably best left to someone else.

By: Forbes Leadership

References

If you know somebody who wants to look at a next career step, please let us know.

We will keep all information highly confidential.

Our success is based on your referrals! Thank you!