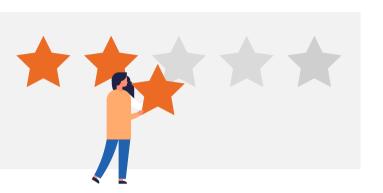# CULTURE SHOCK: IMPROVING COMPANY CULTURE THROUGH TECHNOLOGY

WHY DOES COMPANY CULTURE MATTER?

TEAMWORK
When employees understand how they all fit into the greater scheme, they will work together more effectively.

MORALE
A strong corporate culture gives everyone a better sense that what they do matters, leading to higher job satisfaction.

STAFFING
When employers know what they want their cultures to be, they can hire people who exemplify those qualities.

RETENTION
People who are a good fit with a company's values and feel more satisfied tend to stay in their jobs longer, reducing turnover.

PRODUCTIVITY
Stronger cultures inspire employees to commit themselves to their work more fully, increasing their productivity.

BRANDING
When a company has a firm understanding of its values, it can communicate those values to its customers and build relationships.

HOW CAN YOU IMPROVE YOUR COMPANY'S CULTURE?

CREATE CHANNELS FOR FEEDBACK: Communication is one of the cornerstones of a strong culture. Through web portals, you can build a system for employees to leave feedback about their experiences.

HIRE A WORKPLACE CONSULTANT: Sometimes an outside perspective can help identify areas in need of improvement. An expert may be able to suggest ideas for strengthening the bonds between your staff.

ENABLE COLLABORATION: Getting people to work together is one of the best ways to enhance a workplace atmosphere. Many software platforms exist to help facilitate a collaborative environment, even across multiple offices.

BUILD TRANSPARENCY: When everyone knows what is going on all the time, it becomes easier to create a culture. Communication tools such as teleconferencing and automated emails make it simple for management to get the word out quickly and effectively.

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