



US COMPLIANCE
CARE | PROTECT | GROW

COACHING & INSPIRATION

“FOCUSING ON CULTURE WITH A REMOTE WORKFORCE”

If your company didn't have a strategic plan in place to work remotely before, they almost certainly do now. Companies are scurrying to figure out logistics and processes, they're trying to make sure payroll is figured out and how they can service their customers and clients. Organizations are figuring out who is “essential” and who is “not.” They are figuring out what technology is needed and what platforms of communication to use.

One of the most important strategies for any company right now, large or small, start-up or Fortune 500; is to ensure company culture remains strong! If you aren't intentional about having a strategy for keeping culture strong, you can lose it for sure. Many companies have started to realize the efficiency gains delivered by remote teams. This trend, combined with the global rise of freelancers, means that working remotely will soon become a fixture of many organizations. Here are some tips to ensure your company culture stays strong, even in the midst of trying to figure out the “New Normal” of remote work!

THE FOLLOWING TIPS ARE SHARED IN THE VIDEO FROM 5:00-22:55

1. ENSURE SHARED LEADERSHIP

Empower your people and make sure they have appropriate decision making authority.

2. STICK WITH WHO YOU ARE

Stay true to your company ethos. Communicate the way that works for your people not others.

3. BRING THE WATER COOLER TO THEM

Make sure people are still gathering virtually for more than just business meetings.

4. TALK THE TALK

Have clarity around how you virtually communicate with customers, clients and internal teams.

5. SHOW PEOPLE YOU CARE

Get creative in showing your staff how much you still care. Don't forget about your community too.

6. ENSURE STUFF IS GETTING DONE

Celebrate the wins, yet ensure appropriate accountability is still in place. There's still a job to do.

7. HAVE ABSOLUTE TRANSPARENCY

Communicate openly, honestly and more often than you think. People won't trust you if you don't.

8. AVOID BURNOUT

Clarify with your people the need to still get away from their work at times, rest is critical.

THE FOLLOWING APPLICATIONS ARE SHARED IN THE VIDEO FROM 23:02-28:50

SOME FUN PRACTICAL APPLICATIONS

1. Have an online talent contest
2. Hold an innovation of the week program
3. Host Fun Free Fridays
4. Host a movie night with your company
5. Hold a Shark Attack Week
6. Support local charities through team efforts
7. Hold honest feedback sessions