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Company Culture

Joseph Renaud, President

Why is your company culture important?

Remember these words > Your Culture Is Your Brand. If you create a great place to work, great work takes place.

- Almost 100% of all employees will agree that company culture is important to an organization's success. It's literally the personality of an organization.
- **What is company culture** > a shared set of workplace beliefs, values, attitudes, standards, purposes, and behaviors.
- An organization's culture is the sum of all that you and your associates think, say, and do as you work together.
- Every employee can affect our company's brand, not just the front-line employees that are paid to talk to your customers. Customer service should never be just a department, it should be the entire company, and the best way to build a brand for the long-term, is the culture.
- **This starts with the hiring process.** Think about this, many large companies hire smart talented individuals even if they do not fit their company culture because he or she will add a lot of value to the company, which is exactly why most large companies don't have great cultures.

What are examples of Company Culture?

- Dress code > casual, business formal, etc.
- Are birthdays celebrated? Day off?
- Is senior leadership present? Do you speak with them?
- Do the teams and departments get along?
- Does the company lead by fear?
- Is there work life balance?
- Gossip?
- Do associates collaborate well?
- Is work-load balanced?
- Is there favoritism?
- Is there unprovoked communication?

Why is your company culture important?

What company culture is not:

- Perks > free food, ping pong, video games and TV's in the workplace.

What is important is to take steps that help shape and strengthen your culture and align it with your organization's values and goals.

Remember, just because you do not develop a culture does not mean it does not exist already. Culture always forms, evolves, grows > good or bad on its own.

When this happens, there is a massive disconnect, silos are created (associates do what they want to do), and in turn you have a weak company, weak culture, high turnover, and overall massive inconsistency.

Cultures within a specific departments – can be good or bad.

Your company culture will determine everything:

- Employee engagement and employee turnover/tenure.
- Reward success.
- Profits > up or down.
- Difficulty or ease of recruiting.
- Reputation.
- Position in a market.

Why is your company culture important?



Increased engagement



Creativity and innovation



Reduced turnover and associated recruiting and training costs



Improved customer experience and satisfaction



Higher productivity



Increased revenue and profits



Improved morale



Greater interest from top talent

“Our belief is that if you get the culture right, most of the other stuff, like great customer service or building a great long-term brand, or empowering passionate employees and customers will happen on its own.”

—Tony Hsieh, CEO, Zappos

Why is your company culture important?

Defining Your Company Culture

Research in Harvard Business Review (HBR) has identified eight distinct culture styles:

- Caring, collaborative, and supportive
- Purposeful, idealistic, and altruistic
- Learning, inventive, and innovative
- Enjoyable, fun, and stimulating
- Results-oriented, driven by achievement and winning
- Authoritative, competitive, and controlling
- Safe, predictable, and risk-averse
- Orderly, methodical, and cooperative

What a Great Company Culture Looks Like

- Encouraging diversity > different types of people offer new perspectives and skills.
- Ensure new hires feel welcome > onboarding, swag, tools for success.
- Engaging all employees.
- Including everyone > heard, valued, respected, and appreciated.
- Recognizing and rewarding.
- Prepare for the future and be proactive.

******Just because you hire a smart person, DOES NOT mean they will fit your culture******

Culture Book

Does your company have a Culture Book?

- Ask all associates to write a statement describing your culture good or bad.
- Combine everyone's contribution into a Culture book.
- Distribute the Culture Book to all associates.
- Over time ask vendors, partners and customers to contribute their perspectives too.
- With each annual new edition of your Culture Book, it will also be a way of documenting how your culture is evolving over time.
- Your culture book will help you improve customer service, strengthen your culture, and invest in your employees' personal and professional growth.
- Book of reference for your company.
- For individuals, character is destiny, for organizations, culture is destiny.

Lastly, if you are worried about what the statements will say or don't want to know, you likely already have a poor culture.