HR & LEADERSHIP FOR STARTUPS

THE HR & LEADERSHIP NEWSLETTER BY FUTURELEADS

STARTUP

COMPANY CULTURE: HOW TO CREATE YOUR BUSINESS CULTURE TO DO WHAT YOU WANT

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Company culture is not a single decision – it is a code that manifests itself as a vast set of actions taken over time. It is an abstract set of principles that lives or dies by the concrete decisions the people in your organization make.

Culture clearly has a powerful effect. So **how do you shape it, how do you set it deep in people's minds, and how do you fix it when it goes wrong?**

As a leader, this gap between theory and practices provides huge challenge. How do you get an organization to behave the way you want when you are not around to supervise? How do you make sure the behaviors that you prescribe result in the culture that you want? How can you tell what is actually going on? How can you know you have succeeded?

Most probably, your own view or your executive team's view of your culture is rarely what your employees or your customers experience.

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COVERED IN THIS NEWSLETTER:

- YOUR COMPANY CULTURE
- CREATE YOUR CODE
- LIVE UP YOUR CODE
- YOUR COMPANY PURPOSE

IN PREVIOUS NEWSLETTERS:

- RESTART: RE-DESIGNING YOUR COMPANY CULTURE
- THE HR DEPARTMENT CHECKLIST FOR STARTUPS
- DYNAMIC, STRATEGIC, AGILE HR (CZ)
- HR INTERIM MANAGER IN STARTUP (CZ)
- HR IN STARTUPS (CZ)

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HR & LEADERSHIP FOR STARTUPS

WHAT IS YOUR ACTUAL COMPANY CULTURE AND HOW TO CHANGE IT?

CREATE YOUR CODE

The best way to understand your culture is not through what managers tell you, but through new employees.

What behaviors do they perceive will help them fit in, survive and succeed? That is your company culture.

Employees' first days and weeks is when they observe every detail to figure out where they stand, what are the standards, what works, what people say, how they behave, how they communicate, how the structure works, how the team works.

First impressions of a culture are difficult to reverse. If you do not like what you see or people behave differently to what you expect you must change it.

One of the best techniques for changing a culture is constant contact. You must constantly examine and reshape your culture or it will not be your culture at all, it will be an accidental set of believes that might work contrary to want you want to achieve as a firm. **People must feel the urgency of things that have to change.**

To build a culture, you have to start from the very beginning, from the first principles.

Everybody wants a transparent culture where people know where they stand, what is expected, which behaviors are supported and which discouraged.

YOUR COMPANY PURPOSE IS YOUR PROMISE TO YOUR CUSTOMERS

LIVE UP TO YOUR CODE

If a leader or manager does not follow his own instructions, will his people?? **A leader must believe in his own code.** Embedding cultural elements you do not ultimately believe in will eventually cause a cultural collapse or complete failure.

Culture is a strategic investment in the company doing things the right way when you are not looking and that is why you must convey the right principles to your teams in a way it sticks.

Sense of purpose and contribution is key.

When your employees understand and embrace your organization's purpose, they're inspired to do work that not only is good, but also delivers on your stated aims.

To ensure that your firm's purpose can create strategic clarity, motivate employees and support the desired company culture you must ask this fundamental question: **Does it speak to your unique value?**

From there, **you'll need to ensure that your structure, systems, and resourcing equip your employees to bring it to life.**

What is your reason for existing? What value are you giving your customers? and Why is your firm uniquely capable of providing it? **If you have answers for these questions you have a base for your company culture code.**

There is no fits-to-all HR solution – all depends on which phase is your company at, how many employees it has, how far and how fast it plans to grow, what problems you are facing, what skills and competence you have and need, how is positioned on the market, and how it wants to be perceived and valued, both internally and externally.

One of the solutions can be to hire Strategic HR partner who can advise you as you go or you can temporarily hire an Interim HR Manager who will become part of your company for a while to not only help you map your situation and set priorities, but the manager will help you design and create proper solutions and tools based on your needs, given situation and future aspirations.

STRATEGIC/INTERIM HR MANAGER
can help you in the following areas:

- Map your current situation and recommend priorities and areas where to focus on and how to best handle them step by step
- Advisory, coaching and HR mentoring for business owners, founders and managers on how to best approach and act in different HR areas and situations
- Design and develop HR processes, policies, tools and solutions for talent acquisiton, onboarding and adaptation, employee training and development, performance management, remuneration and employee relations, retention and satisfaction
- Provide managers and teams support to increase the level of collaboration and employee engagement and cooperation, including training for managers and teams
- Active involvement in creating company culture, employer branding, including internal and external communication design and set up
- Create new HR team, or train and support your current HR team

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