

# HR & LEADERSHIP FOR STARTUPS

THE HR & LEADERSHIP  
NEWSLETTER BY FUTURELEADS

STARTUP

## HOW TO BUILD AN EFFECTIVE COMPANY CULTURE: YOUR CULTURAL CHECKLIST

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How do you know your culture is broken or off track?  
Here are few signs:

### **The wrong people are quitting too often**

If your business is going well, yet people are leaving at a higher than usual industry or market rate, you have a cultural problem. If those people leaving are exactly those you want to keep, that's even a worse sign – if people you selected for their cultural fit do not feel comfortable in – you picked them for a culture you do not have.

### **You are failing at your top priorities**

Imagine, your priority is customer satisfaction – and people that goes that extra mile to satisfy your customers are rewarded the same way as those who do nothing – who do you think will leave your company first and what impact it will have on keeping your customer base and your numbers steady?



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### COVERED IN THIS NEWSLETTER:

- YOUR CULTURE CHECKLIST
- ATTRIBUTES THAT MAKE CULTURE EFFECTIVE

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- [YOUR COMPANY CULTURE TO DO WHAT YOU WANT](#)
- [RESTART: RE-DESIGNING YOUR COMPANY CULTURE](#)
- [THE HR DEPARTMENT CHECKLIST FOR STARTUPS](#)
- [DYNAMIC, STRATEGIC, AGILE HR \(CZ\)](#)
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## YOUR CULTURE CHECKLIST FOR EFFECTIVE COMPANY

No one culture is right for everyone, but **your goal is to have the best possible culture for your company.**

If you do not know what you want – there is no chance that you will get it.

**Culture begins with deciding what you value the most.**

Then you must help everyone in your organization practice behaviors that support it.

**When your culture turns out to lack crucial elements, you have to add them.**

Finally, you have to pay close attention to your people's behavior, but even closer attention to your own if in role of CEO or Leader, and how it is affecting your culture.

**One of the best techniques for shaping your 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 beliefs that might work contrary to what you want to achieve as a firm. People must feel the urgency of things that matter the most.

**One way of designing your culture is to specify the kinds of employees you want.**

Making hiring profile a big part of how you define your culture makes perfect sense, because **who you hire determines your culture more than anything else.**

## ATTRIBUTES THAT MAKE CULTURE EFFECTIVE

**Many potential culture elements are usually too abstract to be effective.**

If you define "integrity" as a required behavior, will that clarify exactly how people should behave?

**Some questions to be considered to ensure your culture attributes are effective:**

**Are your cultural elements actionable?**

Can you turn inclusiveness, for example, into action? If yes, great, if not, it is better to design your culture with a different element.

**Do your cultural elements support uniqueness of your company?**

Not every element will be unique to your company, but if every other business in your field does the same thing, there is probably no need to emphasize it.

While you should design your culture to meet the unique needs of your organization, **there is one element every company needs.**

**The most important element of any corporate culture is that People care.**

The questions employees everywhere ask themselves all the time are "Will what I do make a difference? Will it matter? Will it move the company forward? Will anybody notice?" A huge part of CEO and management's job is to make sure the answer to all those questions is **"YES!"**



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 acquisition, 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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