PARKER SMITH & FEEK
An IMA Company

COMMERCIAL INSURANCE
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Establishing Company Culture in the Remote Workplace

Effectively expanding company culture into the remote workplace is more than just creating policies and adjusting business practices—the actions and behaviors of employees will continue to define a culture, just as in any work location.

Within the remote workplace, there are ways that employers can help expand the positive attributes of their company culture to those engaging in remote work. Options for employers to consider include encouraging behaviors, implementing practices, and rethinking employee engagement.

HERE ARE A FEW TIPS:

1. **Focus on the why**

   An organization's mission statement, purpose and objectives can be a source of meaning for many employees. Ensure that these goals remain at the forefront of communications.

2. **Prioritize collaboration**

   As in any workplace, employees are engaged when they are collaborating and feel as if they are part of a greater cause. While employees will be spending a significant amount of time alone, be intentional about facilitating collaboration with projects, goals and objectives.

3. **Rethink communications**

   Company culture lives through the actions of employees and how individuals communicate with each other.

   While word-of-mouth can no longer be the primary medium for engagement, be strategic about how different communication channels are used, such as employee intranets, social networking tools and video.

4. **Create opportunities for social engagement**

   When employees can engage with each other virtually, it can help build camaraderie.

   Many effective video platforms exist, and non-work conversations can help build team chemistry and facilitate an environment for positive interactions to take place in a remote environment.

Every organization is different and has a unique culture. Create practices and encourage behaviors that best work for your organization and are accommodating to remote and non-remote employees alike.

Contact us for additional resources regarding best practices for utilizing the remote workplace.