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"If you don't take care of your people, someone else will"
–Patrick bet-David

24 Ways to Build a
Great Company Culture

If you ask any CEO of some of the largest companies in the world, they will tell you that business is about retention. Especially when it comes to your sales team, staff, third party vendors or even interns.

What do I mean by retention? Well, if you're your team is quitting all the time, they get bored, they're not inspired, they do the bare minimum, or there is no open communication amongst each other, you will lose people and losing people can lead to many other repercussions because of it.

Billion dollar companies like Google, Apple, Facebook and Disney have all realized that a major part of their company's longevity has to do with how they make their people feel and the environment they create that their people look forward to on a daily basis. These 24 Points are not something I read in a book, they have been personally implemented and been a part my company's culture for years.

Here are the 24 Ways to Build a Great Company Culture *(Video)*

1. **Encourage Feedback-** Constantly ask your self, what can we do to improve as a team? However, remember to have an open-minded approach when your teammates give you feedback. Sometimes the best ideas or things to implement come from your team. This doesn't mean you have to implement everything but it does create a "think tank" kind of environment.

2. **Pull Pranks-** Some offices have let the spirit of "corporate environments" overrule their ability to have some fun. This doesn't mean wrap up someone's desk in aluminum foil because that is definitely

counterproductive but it does mean that if there's a chance for some light humor, do it. (Watch How I got Pranked by the Office)

3. **Stir Competition-** Competition tends to bring out the best in people. In one-way or another it causes everyone to be sharp and give their role or position their best effort. Find ways that you can increase the spirit of competition in your company. Remember, I'm not saying combative I'm saying competitive. Just like you won't stop watching sports due to them competing, don't stop finding ways to create competitions.

4. **Humor-** adding this component in any office keeps you loose. By being loose I mean being relaxed and not so tense that you make mistakes or act based out of anxiety.

5. **Music-** There are so many reasons to play music in an office. This doesn't mean blast the music and prohibit effective work taking place but it does mean set the tone of your office. Have a theme song, have a genre that everyone agrees to and let people sing along as they work.

6. **Hire the Right Kind of People That Fit the Culture-** When people are proud of where they work and what they do, they will not only tell the world about it which in a sense is word of mouth marketing, it will also be evident that they will represent the company well to clients and fellow teammates.

7. **Add Your Own Personality to It-** whatever it is that you like and thrive on, show it! Adding your personality to your office is important because it lets others know you on a deeper level and not just as another person on payroll. We have a tradition of mounting a piece of a puzzle to a trophy base and giving it our teammates because they are a "Piece of the Puzzle" at the company.

8. **Initiation Process-** try and be creative with this one. We like to ask our new teammates a series of questions as part of their initiation when they are introduced to the company. Some of the questions are: Do you like cats or dogs? Do you like iPhone's or androids? Favorite movie? Etc....

9. **Monthly contests-** we all want the opportunity to fight for a prize or something bigger. If you provide an opportunity for monthly contests, you'll be surprised on how people start staying late and putting in the extra effort to achieve it.

10. **Invest into Your People-** where other leaders and CEO's may see this as an expense, I see it as an investment. Your teammates and staff are a huge asset to your company. If you don't take care of them, someone else will. This doesn't always mean spoiling them but also into their identity and education such as seminars, workshops and trainings pertaining to their positions.

11. **Read Together-** I like to see people improve. If someone is willing to improve and work on him or herself, it shows their ability and desire to move up in the company. If you want to be a part of a book club, check out my [Entrepreneur's Book Club](#).

12. **Incentivize-** this is different from simply running a contest. Make your team feel good by having a recognition program. You can simply say: "if we as a team do this, we'll go do this" or "if you do this, we can do this" and have incentives that keep them motivated and striving to accomplish more.

13. **Celebrate Birthdays Together-** Do this at your office, make a list of everyone's birthday and put it on a word document. Print it and place it on the fridge or place in an office where everyone stops by throughout the day. This will become a conversation starter and make others aware of whose birthday is next. They may share a month or day and this creates a bond. Ultimately, the team can come together to surprise someone if they know in advance whose birthday is coming up.

14. **Send Cards-** When is the last time you sent letters to your team? You'll be surprised how sending a note to let someone know they've made an impact or reached a milestone will do their morale and work ethic. More than anything it shows you are paying attention to details and is a trademark of great leaders.

15. **Emotion, Emotion, Emotion-** at the end of the day, your company will grow based on the contribution and effort of your team; both staff and sales team or all of the above. Knowing their goals and dreams and what they are trying to accomplish can create a loyalty that few can break.

16. **Don't be Too Lop Sided on Sex Type-** being driven too much on only one sex type doesn't benefit your business. Having both sides allows for a broad and diverse kind of input that leads to balanced decision-making and idea implementation.

17. **Surprise Your Team-** how do you feel when you get a surprise from someone? Why not give your hard working teammates that feeling as well? Pick a date, send an email and tell your team to save the date because you're

all going to the movies after lunch or to block out an hour throughout the day for a massage. You wont regret it and they won't forget it.

18. **Get to Know Your People-** Give yourself the chance to shake some hands and get to know the people in your company. Successful troops are always checking on the heartbeat of their company and the heartbeat is everyone who is helping to build the company. If they don't know you, why would they like you?

19. **Turn Your Guys Into Heroes-** if people are putting in the extra effort, let them know you're paying attention. People want to feel recognized for being the number one person or for putting in an extraordinary effort. Turn them into heroes at the company. (Watch: [How We Spoil our Team at PHP Agency, Inc.](#))

20. **Allow for Crazy Things to Happen (Crazy Ideas)** – If someone was to ask you, "Why should I be a part of your organization?" what resume would you have to show him or her? Have you created an environment where crazy ideas are implemented, delegated and brought to fruition through the collaboration of your team? Find something creative you can do and participate in it as a team. Have team victories that may seem out of the box or untraditional, this will give you an edge in your company's culture when compared to other companies.

21. **Accountability-** everyone has to pull his or her own weight and everyone needs to be held accountable. Create a "call out" culture. A call out culture is where permission is given from the top (executives) down to the newest teammate to call someone out if their actions are not in line with the company philosophies or culture. If someone is affecting someone else's job, pull them aside and let them know how you feel, give some constructive criticism and hold them accountable for change.

22. **High Standards-** I guarantee you that no one has ever won anything significant by having low standards. Raise the standards for yourself and your team and enjoy the benefits that will arise from it. High standards attract loyalty and commitment.

23. **Send Gifts-** Have you noticed that rewarding people doesn't get old? Don't wait for an occasion or holiday to send a gift. Sometimes, when a name of someone deserving comes to mind, send him or her a gift. Great leaders are sometimes unpredictable and your team starts to look forward to what you will do next.

24. **Funky Fridays-** You don't have to wait for Halloween to dress up. We have a culture in our office where on Friday's; wearing jeans and a T-Shirt is allowed. Pick a day and make it funky with your company's culture.

Let me know what you plan on implementing from these 24 Ways to Build a Great Company Culture or any stories about how you changed up your "corporate" environment by commenting HERE.

"Train people well enough so they can leave, treat them well enough so they don't want to"

– Richard Branson
Founder of Virgin Group

5