



Culture Cloud™



5

**revolutionary
ways to
improve your
workplace
culture**



O.C.TANNER

A great culture attracts people to your organization—both customers and employees. It helps employees thrive. It empowers them to do great work. It creates a place of innovation and collaboration. A positive culture connects employees to purpose, accomplishment, and one another.

What does your workplace culture look like?

Perhaps your culture is great, as is. But even a high-functioning culture could always use tweaking for the better. Maybe your employees don't feel as connected as they should be, or they don't have great experiences at work. It's possible they aren't engaged or motivated to do their best.

If culture is a challenge for your organization, you are not alone. But improving culture is easier than you might think. For each symptom of a struggling work environment, there is a specific step you can take to make things better.



CULTURE CLOUD

Culture Cloud is O.C. Tanner's suite of apps and solutions for helping people thrive at work. It's making a tangible difference in thousands of the world's top organizations. Here are five Culture Cloud-inspired ideas to take your culture to the next level:

Employees don't feel their work matters

CHALLENGE:

Sometimes employees aren't inspired by your organization's purpose. They don't understand the difference their work makes in the world or connect with the company in a personal way. Research shows only 59% of employees feel a strong sense of opportunity to grow and develop in their roles. Only 57% feel appreciated for the work they do.

SOLUTION:

Recognize victories.

Recognize employees for the great work they do and connect their accomplishments to something bigger. Celebrate extra effort, personal victories, and team triumphs. Shine a spotlight on great work and show how accomplishments drive your organization's purpose. Create a feeling of momentum and success. Help employees feel like they're playing on a winning team, with plenty of chances to grow, contribute, and make a difference.

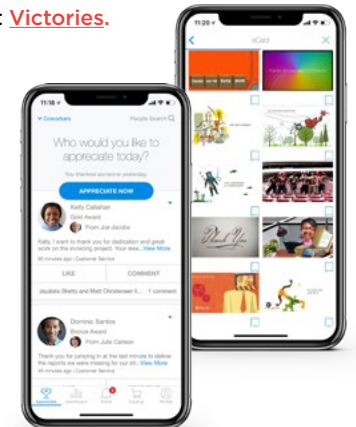
See how Virgin Trains recognizes their people on the go, 24/7.



How Culture Cloud Helps:

Culture Cloud has the most comprehensive set of recognition tools out there. It allows you to recognize daily wins and team accomplishments, broadcast recognition across your organization, and provide meaningful and memorable awards. It integrates technology into the flow of work—so your people can give or receive recognition within the apps they use every day.

Check out [Victories](#).



Your people are leaving

CHALLENGE:

Currently, 55% of employees would accept a job at a different company if they were offered similar role, pay, and benefits. Top talent, or any talent, might be walking out the door for a few cents more per hour. The cost of rehiring and retraining new employees, as well as a loss of skills and knowledge, can be a huge burden on organizations.

SOLUTION:

Celebrate careers

Use career anniversaries to create a sense of belonging for every employee at your organization, whether they are a star employee, a new hire, or a remote worker. Honor friendships at work, and call out accomplishments and contributions. When you celebrate an employee's whole career at regular intervals—their achievements at work, major personal milestones, how they fit in and make a difference—you can earn their passion and loyalty.

[Read about how Yorkshire Building Services uses career celebrations to improve their workplace culture and become a Great Place to Work.](#)



How Culture Cloud Helps:

Important career milestones are meant to be celebrated in memorable, meaningful ways. Culture Cloud lets friends, peers, leaders, and family share congratulations and contribute to a memorable keepsake that honors an employee on their work anniversary. With the ability to upload comments, pictures, and videos, along with meaningful awards, Culture Cloud helps every employee feel like they belong.

See how [Yearbook](#) can create memories for a lifetime.



You have poor employee wellbeing

CHALLENGE:

In addition to the lack of real connection in the workplace, employees also struggle with poor physical, emotional, and social wellbeing. 40% of adults report being lonely at work, 57% believe work has a negative effect on their health, and a mere 21% believe their organizations consider people a priority.

SOLUTION:

Focus on social and emotional wellbeing

Employee wellbeing is more than just physical. Employees need to feel their best in all aspects of life in order to do their best. Small daily habits add up to big results, so help employees create fun fitness challenges with friends at work and share the wellbeing journey together.



How Culture Cloud Helps:

With Wellbeing by Virgin Pulse, companies can empower all aspects of a healthy lifestyle by improving daily habits at work, at home, and everywhere in between. Employees can set goals, create and join challenges, track behaviors, and earn rewards by building healthy habits.

See how [Wellbeing](#) by Virgin Pulse can transform your employees' wellbeing.



Leadership needs improvement

CHALLENGE:

Leadership is the foundation of a meaningful employee experience. Leaders help align employees to a purpose, provide them with opportunities, show appreciation, and make them feel connected. Unfortunately, leaders don't always do a great job leading. Only 50% of employees trust their leaders, and only 53% say their leaders motivate them.

SOLUTION:

Provide continuous feedback

Help leaders create a thriving team culture through consistent, meaningful one-on-ones. Create frequent, ongoing conversations that foster connections between employees and leaders. Teach leaders to help people grow and develop by setting goals, creating opportunities, giving constructive feedback, and recognizing great work.

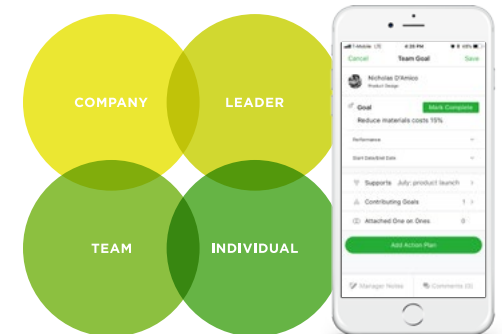
Learn about how **University of Kentucky Healthcare's** leaders connected their people to their organization's purpose and values in a meaningful way.



How Culture Cloud Helps:

Culture Cloud enables managers to set up meaningful, ongoing one-on-one meetings with their people to drive success without micromanaging. Our Align solution allows organizations to create shared goals, standards for coaching and communication, and accountability for leaders in one easy app.

Discover [Align](#).



A Lack of Connection

CHALLENGE:

We're seeing an increase in loneliness and isolation at work. Ironically, the very tools that were created to connect us (smart phones, electronic communication, and social media), are actually causing greater disconnection. Collaboration apps and communication tools have replaced crucial in-person discussions and interactions. As a result, employees rarely feel a sense of belonging or connection to their organization.

SOLUTION:

Celebrate company achievements together.

Create shared experiences that bring people together by celebrating significant company victories and milestones together. Hitting a major sales goal, winning a new client, corporate anniversaries, or even annual holidays are all great opportunities to create moments where culture, connection, and belonging shine.

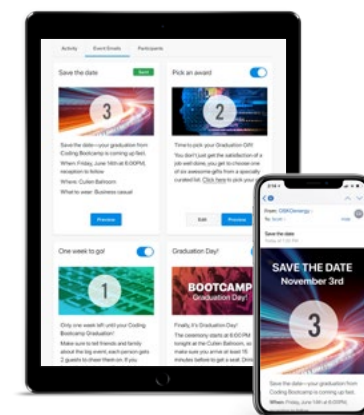
See how Fairmont Hotels uses celebrations to unite their global culture



How Culture Cloud Helps:

Culture Cloud can help you plan, promote, and provide memorable awards for everything from small team celebrations all the way up to worldwide corporate gatherings.

Learn more about Culture Cloud's **Unite**.





Culture Cloud will transform your organization

The key to a thriving workplace culture is creating lots of peak experiences that connect employees to purpose, accomplishment, and one another. The apps and solutions in Culture Cloud are here to help. They are powerful alone, but brilliant together.

Give Culture Cloud a try. Learn more at www.octanner.com



Culture Cloud™