

Business Culture Matters!

Hiring and Retaining Employees

Business Culture is...

Unwritten norms, beliefs, and collective attitudes that shape how things get done within an organization.

- Your business DNA
- How your team interacts and performs
- Can be intentional or unintentional but every business has a culture
- The value you believe in, act out, and pass on to your employees that determine your productivity



Multi-Step Cycle



The owner sets
the values



Behaviors are
created



Culture is
developed



Productivity is
determined



Evaluate the business



Business culture matters because it affects:

- Productivity
- Customer Loyalty
- Absenteeism
- Employee participation
- Employees well-being

A GOOD business culture leads to....

- Improved employee retention
- Reduced recruitment costs
- Increase in innovation
- Better customer service
- The ability to attract the “right employees”
- Higher profitability



From What and Why to How

WHAT TO DO NEXT...



Take action early
in your business
to intentionally
shape your
culture!



DEFINE YOUR

Mission, vision, and core values

- Include your leadership team
- Encourage candid conversation and brainstorming
- Share the proposed mission, vision and values with the entire team and encourage feedback





Lead by example

- Lead with empathy
- Inspire your team
- Uphold your company values



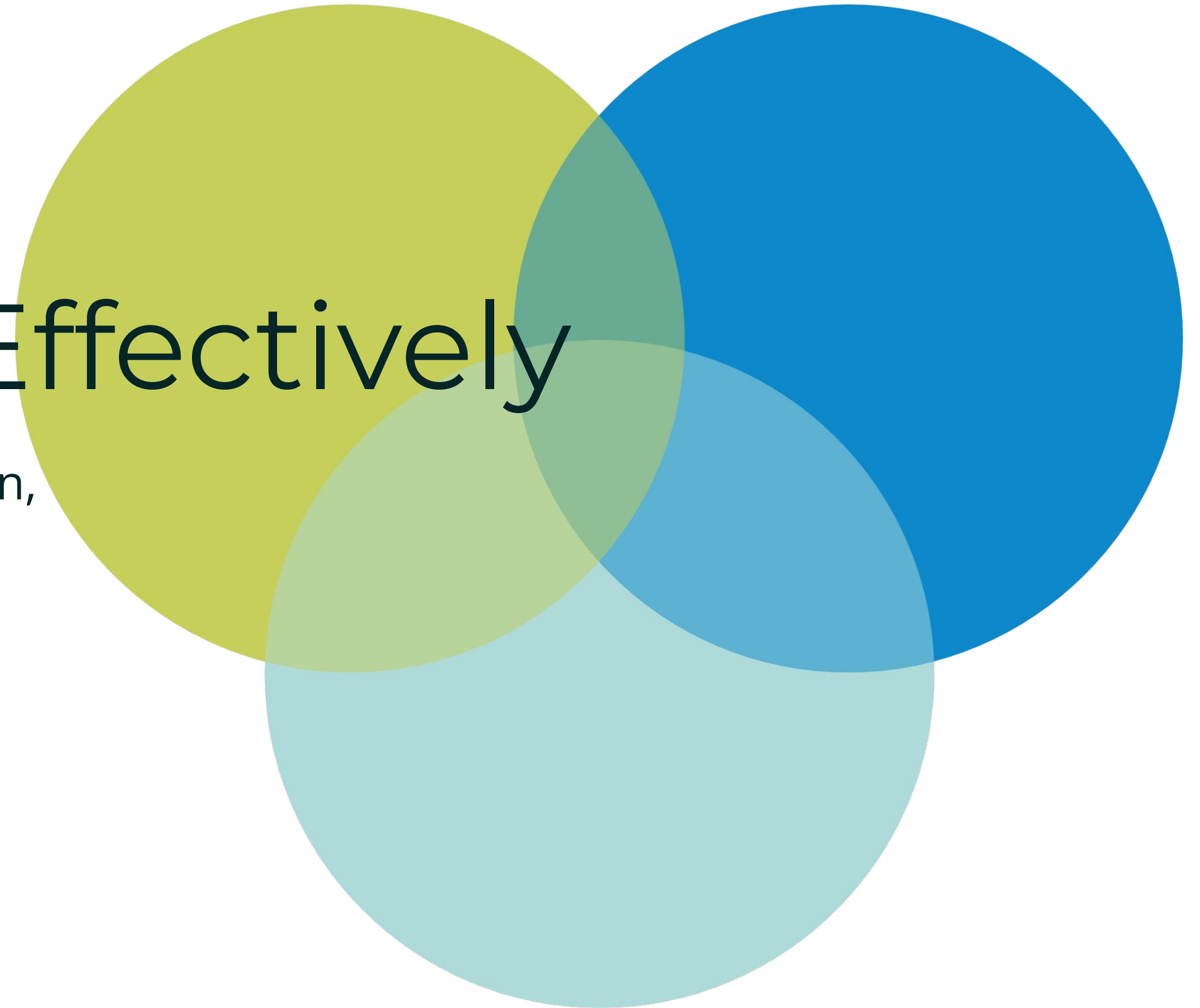


CHECK

Communicate Effectively

Every employee needs to know the mission, vision, and core values. Keep reinforcing

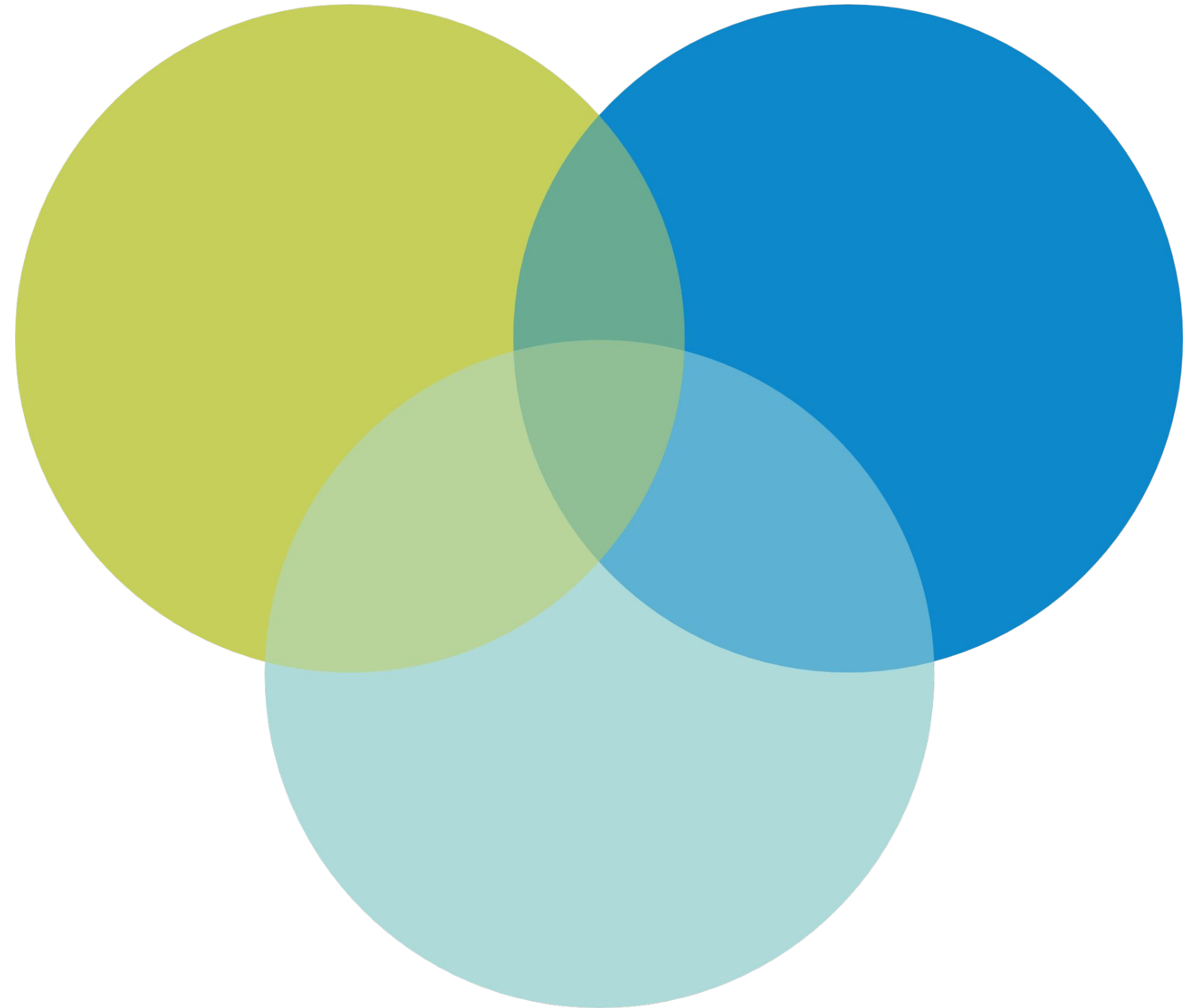
- Discuss during new hire onboarding
- Handbook
- Culture-related newsletter
- Day-to-day conversation
- Posters on the walls





Build Trust

- Empower Your Employees
- Foster Teamwork and collaboration
- Encourage diversity and inclusivity
- Recognize and reward employees
- Provide growth and development opportunities
- Promote work-life balance





Discussion

Bent Paddle Brewing
Co., Duluth, MN

Here to help

Any questions?



SANDI LARSON

Women's Business Alliance - North Director

Entrepreneur Fund

SandiL@efund.org