

# The benefits of a strong workplace culture

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Every organisation, no matter how large or small, has a unique culture that defines it. The values, principles, ideologies, and beliefs of the company make up its culture. Consequently, the culture will influence how people relate to each other in the workplace. It will also have a significant effect on the performance and productivity of employees. Company culture can, therefore, make or break your business.



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Here are some of the benefits of a strong workplace culture:

## 1. Identity

Every organisation is recognised by its culture. Therefore, you need to have a strong culture which will help you stand out from the rest. This will play a major role in creating the preferred brand image for your company. The organisational culture should be instilled in new employees and reinforced as often as possible. Having a strong identity will help unite employees regardless of their backgrounds.

## 2. Enhances loyalty

Do your employees love working for your organisation or are they looking for the first opportunity to leave? Do they feel a sense of ownership towards the company? The culture of your organisation will have a major effect on the loyalty of your employees.

It is not enough to motivate your employees with incentives. You need to create a workplace culture where employees are treated with respect and trust. Be sure to involve them in decision-making as much as possible. This will enhance loyalty and subsequently improve productivity.

## 3. Boosts employee retention

Contrary to popular belief, it is not appraisals or compensation that keeps employees in a company for a long duration. There are many employees that are well compensated but still unhappy.

A recent [workplace culture study](#) showed that about 40% of employees are not satisfied in their jobs. For instance, someone that is always being micromanaged will not be happy, regardless of how much they are being paid.

Be sure to create a workplace culture where employees can relate well with their colleagues and seniors. Any arising disputes should be dealt with quickly and amicably.

Encourage employees to take up new opportunities and allow them to make their own decisions.

“ *Having a positive workplace culture will enhance job satisfaction and minimise employee turnover.* ”

## 4. Attracts new talent

A healthy workplace culture will not only help you retain employees but will also help you attract the right talent.

When looking for jobs, there are many other things people consider besides the salary. For instance, many job seekers look for organisations that can accommodate their personality and lifestyle. If your company is too strict about things such as dress code, it could easily put off some prospective employees.

Therefore, you need to breed a culture which will make people desire to join your organisation. When your employees are satisfied with their jobs, they are likely to spread the word and thus help attract new talent to your company.

## ABOUT CHARLES MBURUGU

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