



To us this is a BIG question – because different candidates are looking for different things, we usually respond with our own question: “What kind of Company culture are you looking for?” This article seeks to provide a compilation of the usual answers that we get and to provide you with insight into what makes a great company culture.

So here are our top ten tips for building a great company culture...

1. Leaders are there to build up and support the staff. A popular term for this is Servant Leadership. When staff see that they have the real support of their leaders they will perform beyond expectations.
2. Learning: this means that the company supports learning and allows for mistakes. Blame for mistakes never happens, because if people aren't making mistakes then the company is not growing. We learn from mistakes and they should be a vital part of the company's fabric. In agile terms we talk about this as fail fast; the point of failing fast is to get up and do it again, quickly, so that the lessons learned can be incorporated into a successful story soon.
3. Respect: while companies may have a strict hierarchy in terms of decision-making (something that is usually appreciated by staff), everyone has a voice and that voice needs to be respected and heard.
4. Work-Life Harmony: we prefer the term, “harmony” to balance. Balance implies opposites when we believe that for a complete life and happiness in that life, harmony between your work life and home life is critical.
5. Innovation: This is SO true today. Your staff are watching the world around them, change and enter new shapes every day. If they feel that their company is stagnating and sticking to the same things it has done year after year, then soon they will not be your staff. Do new things ALL the time.
6. Diversity: Gender diversity, role diversity, should be incorporated into every aspect of the business – a richly diverse organization is simply an organization that is representative of the world we occupy and therefore better equipped to understand it, than an organization that is like a horse with blinkers on only seeing what is in front of it.
7. Brand and Strategy Alignment: What does your corporate brand stand for? Is that brand something that your staff can be proud of? If you can answer that question in the affirmative then the next question becomes, “Is my corporate strategy aligned to that brand and are my staff aware of that alignment – and the need to constantly question the alignment.
8. Transparent: nothing will cause you to lose staff quicker than a lack of transparency. Whether it is in the process of staff evaluations or your salary bands or promotions a company that is clear about WHY it does things is a company that gains the respect of its staff.
9. Collaboration: Working together towards a common goal and encouraging and rewarding teamwork leads to teams of people who go beyond normal expectations – call it peer pressure or simply, and better, peer recognition.

10. Giving back to society: This is especially true here in Thailand where “making merit” is an integral part of our culture. For the company this means sincerity in our actions to build a better society – not just doing it because we must be seen to do it, but doing it because we want to build a better country for us all to live in.

