

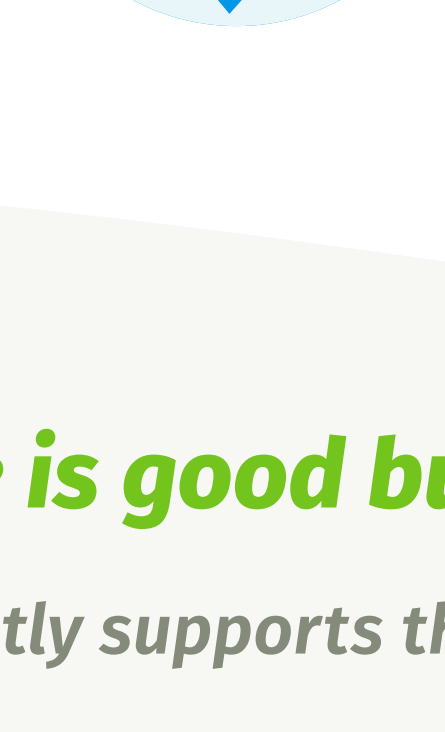
Current Company Culture Trends: Survey Results

BambooHR surveyed more than 1,000 executives and HR professionals about the state of company culture. Here's what we discovered.

Company culture really matters.

Company culture is important because it touches so many people in so many ways. Culture is the sum of everything you and your colleagues think, say, and do as you work together: shared workplace behaviors, beliefs, values, attitudes, standards, and purposes.

94% said it's **important to their organization's success.**



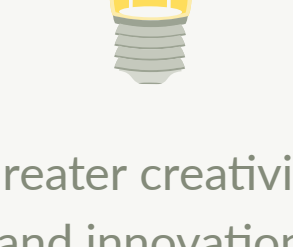
63% said it's **VERY important or essential.**



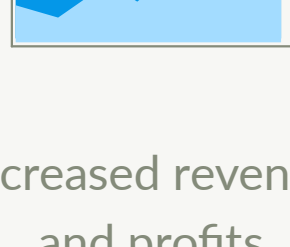
Good culture is good business.

87% said culture significantly supports their business goals.

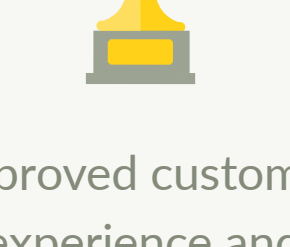
A sound company culture helps foster enduring benefits that strengthen your organization and improve your bottom line, like these:



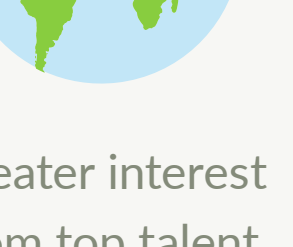
Increased engagement



Reduced turnover and associated recruiting and training costs



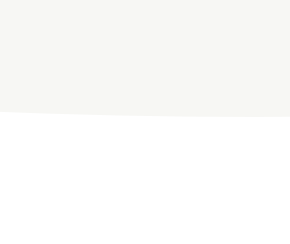
Higher productivity



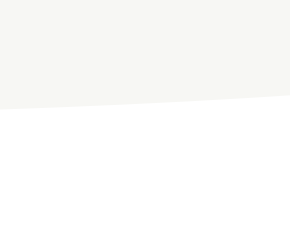
Improved morale



Greater creativity and innovation



Increased revenue and profits



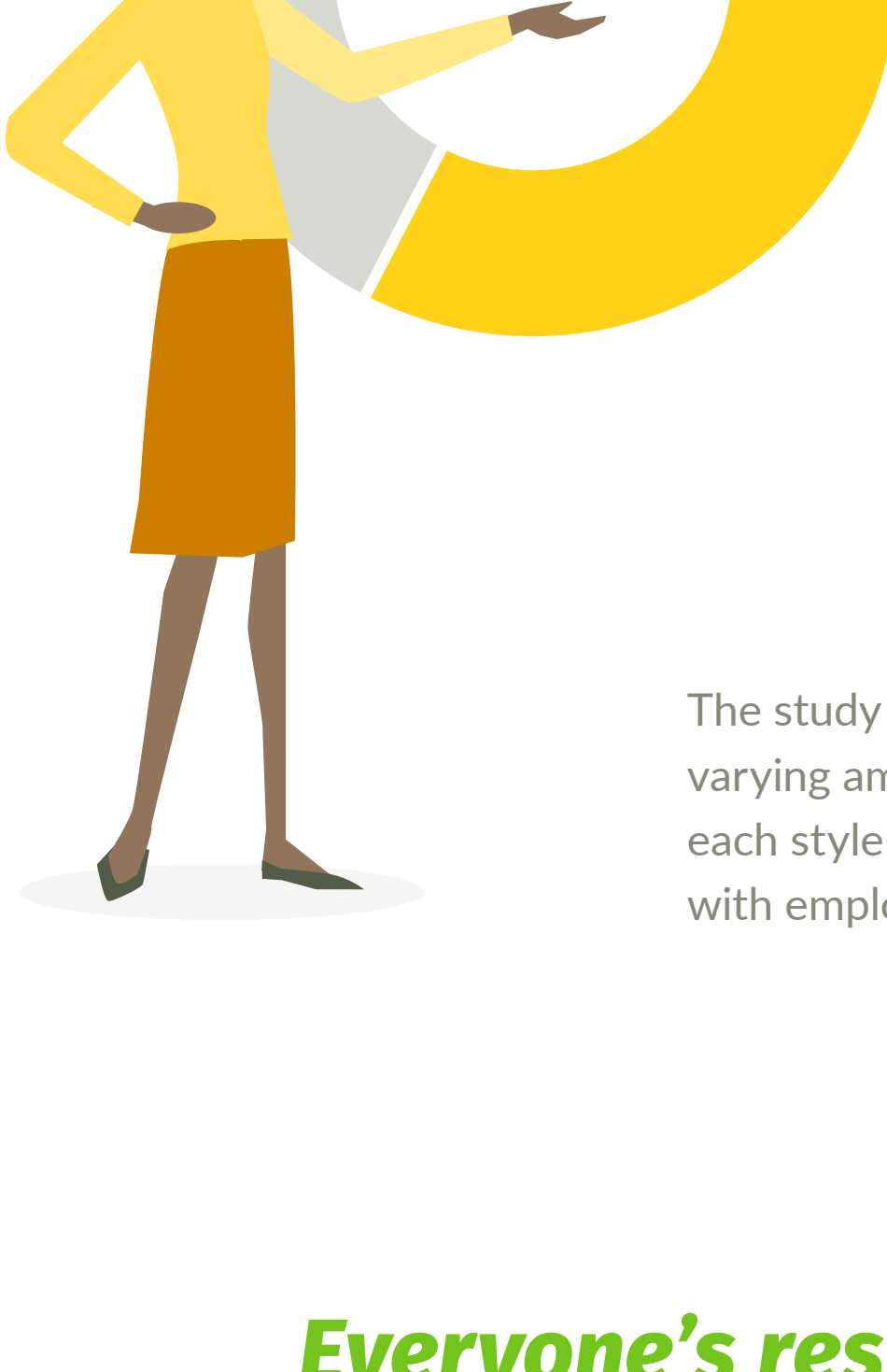
Improved customer experience and satisfaction



Greater interest from top talent

Every organization has its style.

66% say HR plays a big role in creating or building their company culture.



Research in **Harvard Business Review** (HBR) has identified eight distinct culture styles:

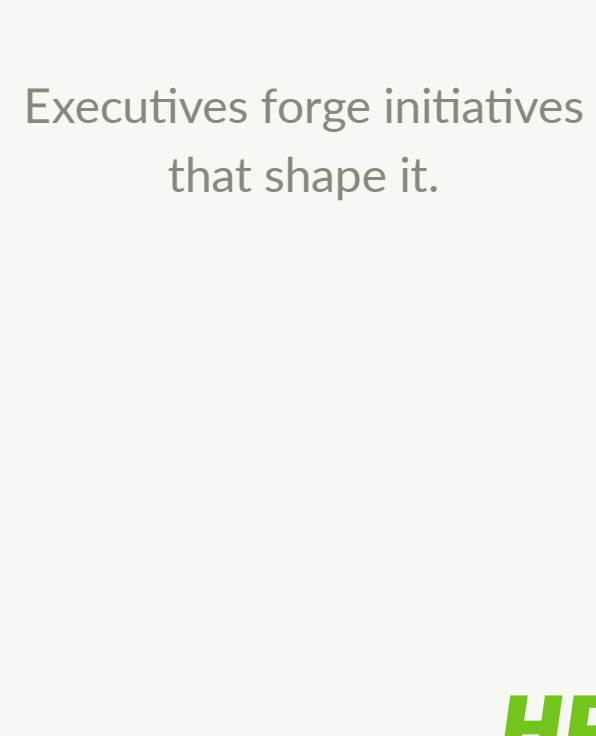
1. Caring, collaborative, and supportive
2. Purposeful, idealistic, and altruistic
3. Learning, inventive, and innovative
4. Enjoyable, fun, and stimulating
5. Results-oriented, driven by achievement and winning
6. Authoritative, competitive, and controlling
7. Safe, predictable, and risk-averse
8. Orderly, methodical, and cooperative

The study says each organization has some or all of these styles, in varying amounts. Your culture can be defined by how prominent each style is in your organization—and whether your styles align with employees' perceptions of the culture.

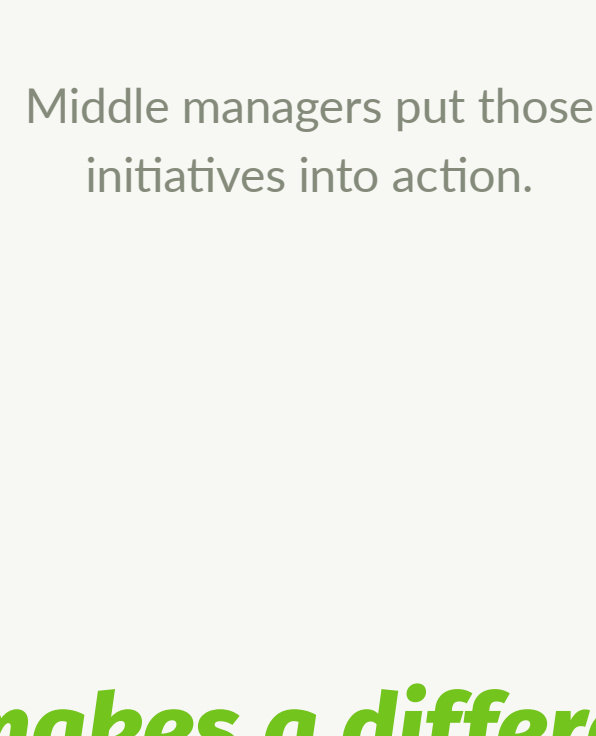
Everyone's responsible for culture.

Untapped potential: 38% said HR's role in creating or building their company culture should be greater than it is now.

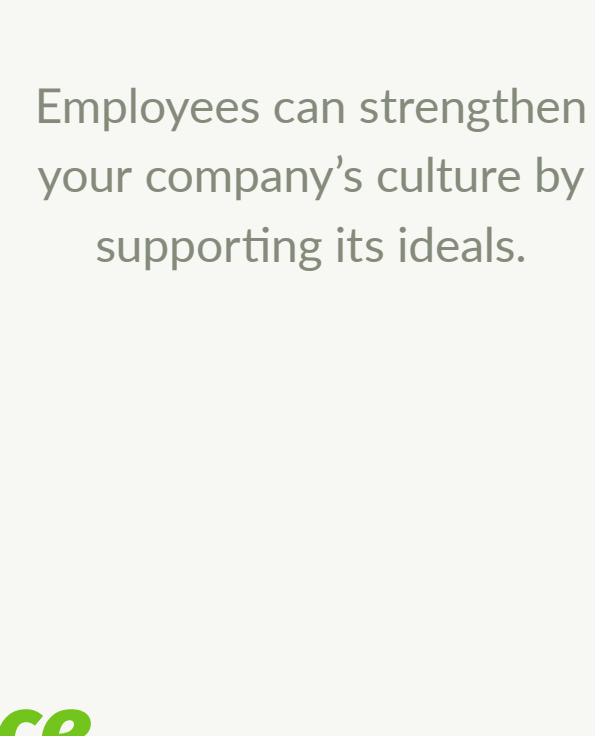
Each person in your organization can play an important part in developing and maintaining a great company culture.



Executives forge initiatives that shape it.



Middle managers put those initiatives into action.



Employees can strengthen your company's culture by supporting its ideals.

HR makes a difference.

Organizations with no formal HR staff are missing out on important cultural benefits:

59 percent of survey respondents said their culture supports their business goals a lot or a great deal, compared to only **29 percent** of those whose organizations have no HR staff.

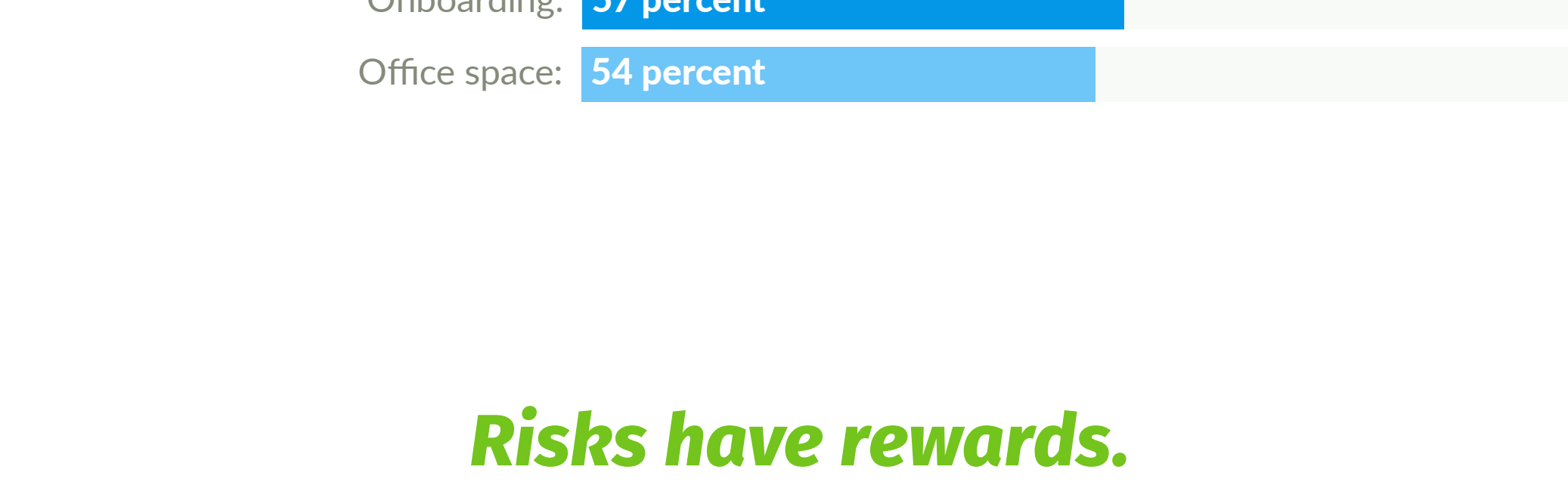
72 percent of all respondents like their company culture, but only **43 percent** of those with no HR staff feel the same.

34 percent of those with no HR staff don't do anything to measure employee satisfaction, compared to only **16 percent** of all organizations.



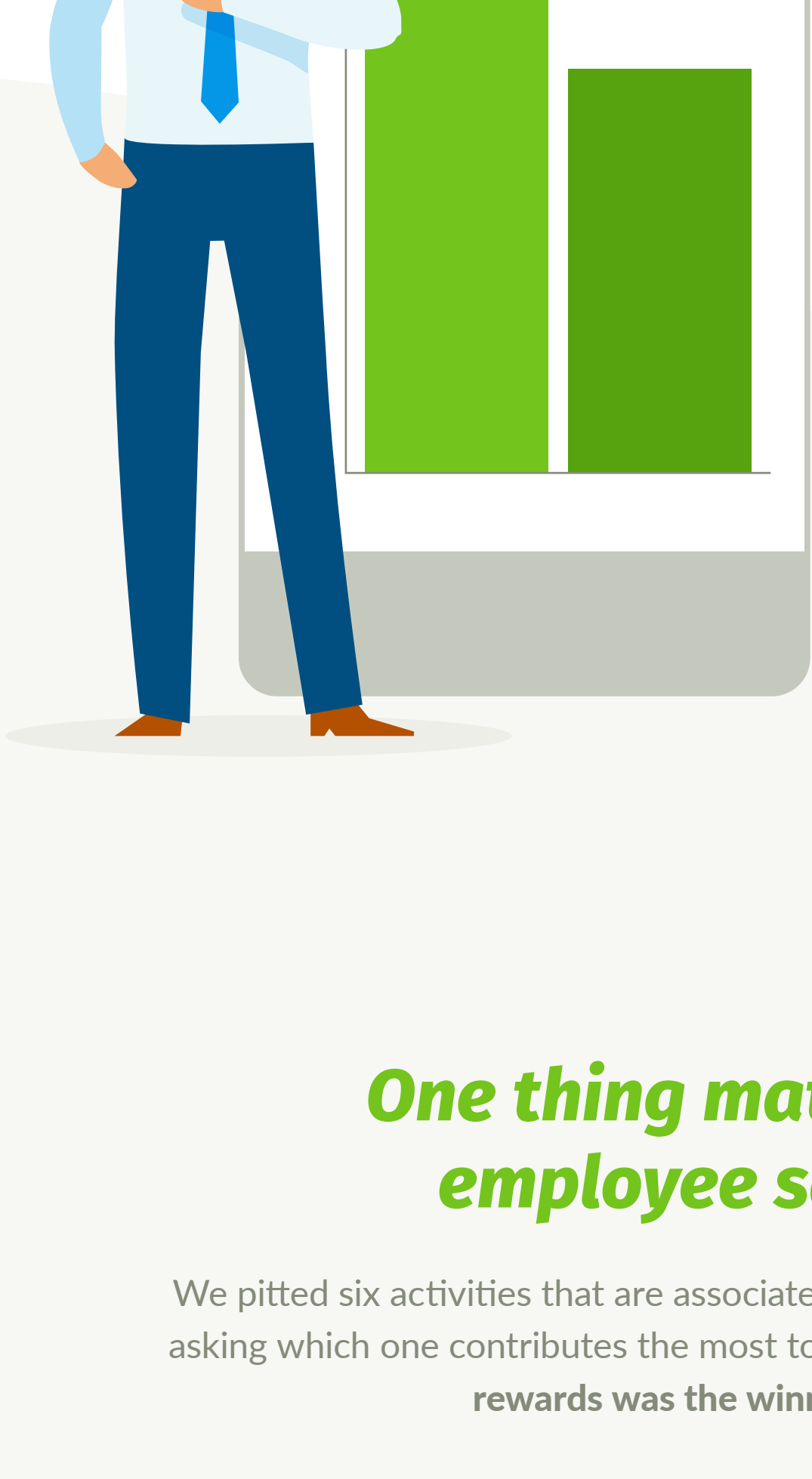
All culture characteristics are not equal.

There were significant differences in the number of survey respondents who said these culture characteristics enhance their company culture:



Risks have rewards.

Risk-taking is strongly linked to a well-liked culture. And when employees are given freedom to experiment and innovate in their work, beneficial discoveries often result.



92% of those who say their organization vigorously promotes risk-taking like their company culture.

In firms with little or no risk-taking, only 53% like their culture.

One thing matters most for employee satisfaction.

We pitted six activities that are associated with strong culture against each other, asking which one contributes the most to employee satisfaction. **Recognition and rewards** was the winner by a wide margin:



Culture is key to understanding and solving problems.

38% said most or all of their organization's operational challenges are related to culture. Only 8% said none are.



12 Ways to Improve Your Company Culture

1

Make sure your firm's mission, vision, and values are as relevant and precise as possible.

2

Hire people who are a good fit for your culture and who **share your organization's vision and values.**

3

Help new employees fit in with thorough, thoughtful **onboarding** practices.

4

Have leaders set a **good example** of your organization's positive values.

5

Integrate your values into everyday work activities.

6

Appreciate employees' great work as often as possible through a well-run **rewards and recognition** program.

7

Prepare your culture to adapt to future changes by basing it on timeless **best principles**, instead of locking it into rigid best practices that often become obsolete.

8

Choose **perks** that help reinforce positive aspects of your culture.

9

Foster more and better employee feedback with **performance management software** and **simple surveys**.

10

Monitor your progress by tracking key **company culture metrics**.

11

If something in your culture is broken, make the **needed changes** before it gets worse.

12

Give culture constant attention. Because culture evolves over time, revisit these steps often to keep it headed in the right direction.

"If you create a great place to work, great work takes place."

—Ben Peterson, CEO and Co-founder, BambooHR

About the research

BambooHR conducted our online culture survey in 2019 among 1,058 HR professionals and non-HR executives in U.S. organizations with 26–1,000 employees across all industries.

About BambooHR

BambooHR is all-in-one HR software made for small and medium businesses and the people who work in them. Our software makes it easy for HR professionals to collect, maintain, and analyze people data, improve the way they hire talent, onboard new employees, manage compensation, and develop their company culture. It's designed to set organizations free to focus on what matters most—their people. To find out more, visit bamboohr.com or follow us on Twitter at [@bamboohr](https://twitter.com/bamboohr).