



# Why Office Culture Matters

JoinIN Studies  
Santa Monica, CA  
November 2017

# What's Culture Anyway?

- **Culture is “what happens when nobody is looking.”<sup>1</sup>**
  - “The set of behaviors, values, artifacts, reward systems, and rituals that make up your organization.”<sup>1</sup>
  - You can "feel culture when you visit a company, because it is often evident in people's behavior, enthusiasm, and the space itself.”<sup>1</sup>
  - “The way that the values and actions of managers and employees create a unique business environment.”<sup>2</sup>
- **Culture has 3 key attributes<sup>1</sup>**
  - Type - What is the culture in your office?
  - Strength - How strong is it?
  - Congruency - How consistent is it?
- **Culture and climate are linked, but not the same!<sup>1</sup>**
  - “Culture” is slow to build, pervasive and hard to change, but “Climate” can change quickly

1. Forbes: “Culture: it's the hottest topic in business today” by Josh Bersin March 2015

2. WSJ: “The relationship between corporate culture and Performance” by Alina Dizik, February 2016

# Is Culture Linked with Performance?\*

- Recent studies shows a “positive corporate culture—one that engages and motivates employees— helps a company’s bottom line”<sup>2</sup>
- “Culture causes performance, not vice versa”<sup>2</sup>
  - “Companies that got good grades from employees on culture early in the study, generally had higher profits in later years”<sup>2</sup>
  - “Companies that didn’t show any improvement in culture generally became less profitable”<sup>2</sup>
- Culture can also be a strong competitive advantage, because “it’s so difficult for [other] employers to copy”<sup>2</sup>
- “Corporate culture is one of several critical levers for creating shareholder value — one that many companies underutilize.”<sup>3</sup>
- “More proof about the causality of culture and performance comes from Queen's University Centre for Business Venturing;” Organizations with an engaged culture had “65% greater share price increase, 15% greater employee productivity, 30% greater customer satisfaction.”

2. WSJ: “The relationship between corporate culture and Performance” by Alina Dizik, February 2016

3. Spencer Stuart: “What do Boards need to know about corporate culture” by . Anderson, M. Anderson, J. Lee, 2015

4. Forbes: “If culture comes first, performance will follow” by Dan Pontefact, May 2017

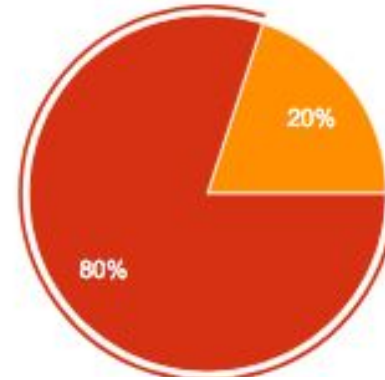
# JoinIN Research to Date (1/5)

Importance of office culture when looking for a job



- Very important
- Somewhat important
- Not important at all
- I'm not sure

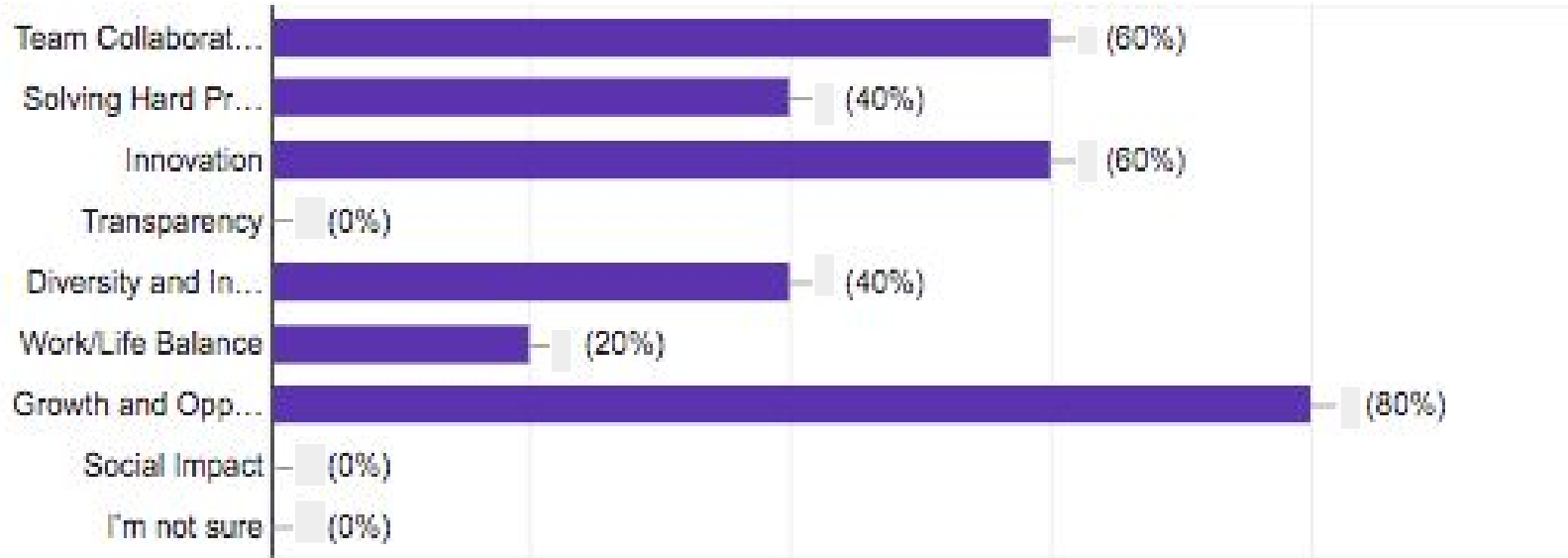
Satisfaction with office culture



- Very satisfied
- Somewhat satisfied
- Not satisfied at all
- I have not had a job yet
- I'm not sure

# JoinIN Research to Date (2/5)

Cultural characteristics that are most important when looking for a job



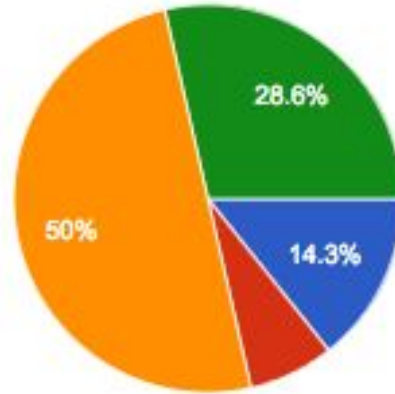
# JoinIN Research to Date (3/5)

Importance of culture fit when hiring



- Somewhat important
- Not important at all
- I'm not sure

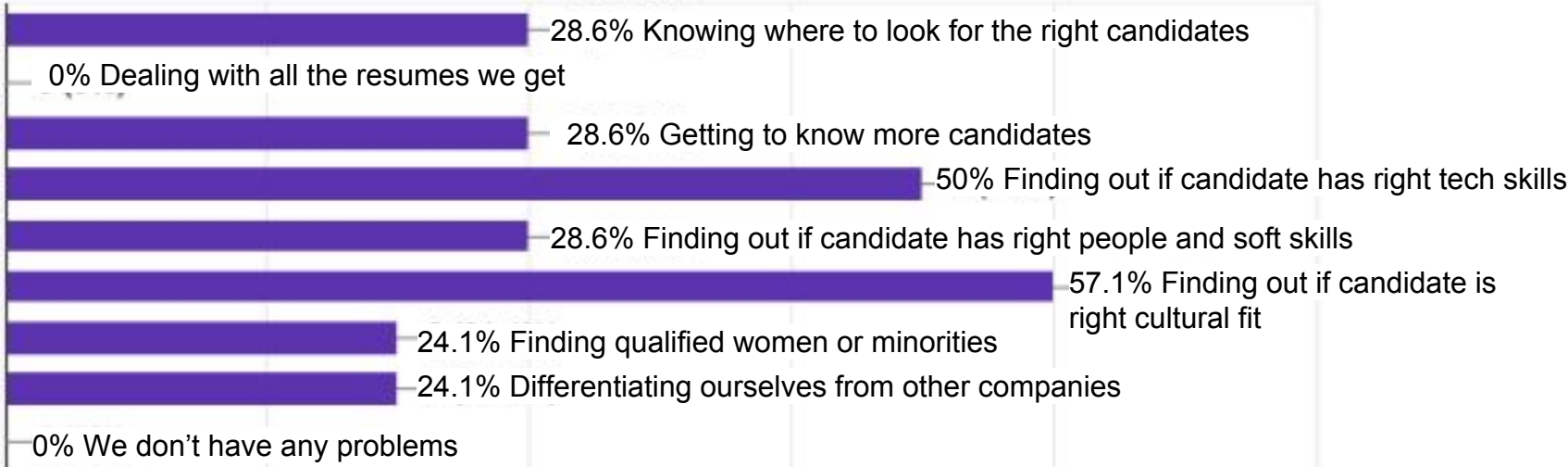
Difficulty in finding people with the right cultural fit



- Very difficult
- Difficult
- Somewhat difficult
- Not difficult at all

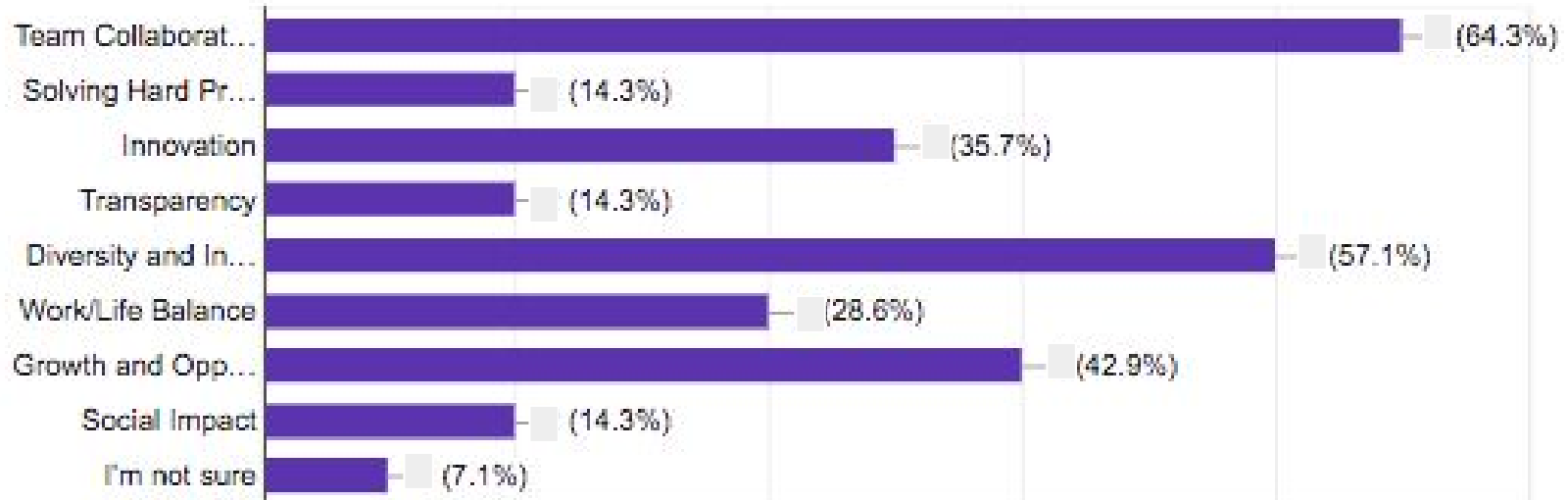
# JoinIN Research to Date (4/5)

## Biggest problems when hiring



# JoinIN Research to Date (5/5)

Cultural characteristics that are most important in attracting the right candidate





# Let's Start with Your Office Culture

- How much have you thought about your office culture?
- How would you describe your office culture?
- Are you satisfied with your office culture?
- What are ways you have tried to gauge your office culture?
- Do you think you need to change your office culture?
- What is your “dream office culture”?
- Other???

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