

THE HOW TO GUIDE TO

T.A.R.S.

TALENT ACQUISITION & RETENTION STRATEGY

COMPANY CULTURE, COMMUNITY, & MORALE



RIPPLE
TRAINING & DEVELOPMENT

WHEN YOU INVEST IN YOUR PEOPLE
YOU INVEST IN YOUR BUSINESS

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INTRODUCTION

Every business starts with the basic objective of first becoming operational and surviving and then moving through into a position of thriving as a desirable, sustainable, and resilient entity.

If the business intends to be an employing entity the leaders must ensure they have a well-designed Talent Acquisition and Retention Strategy (TARS) in place.

A comprehensive TARS will contain 12 key components:

- 1.** Goal Setting - Reflect Refresh Reset
- 2.** Talent Acquisition & Retention Strategy (TARS) - Explained
- 3.** Employer Brand & Value Proposition

INTRODUCTION

4. Company Culture, Community, & Morale

5. Diversity, Equity, & Inclusion

6. Leadership

7. Hiring Right First Time

8. Welcoming & Onboarding

9. Talent Compensation & Benefits

10. Career Pathways and Training & Development

11. Performance Peering & Check-Ins

12. Employee Ambassador & Alumni Programmes

CHAPTER 1

SETTING THE STAGE

With 40% of your employees valuing company culture, community, and morale, it's crucial to prioritise these elements in your business. These aspects are not mere additions to your organisational structure they are the fabric that binds your workforce together and propels them towards shared goals.

In today's dynamic and competitive business landscape, success is not solely measured by financial metrics or market dominance; it's also determined by the strength of your internal ecosystem.

CHAPTER 1

Imagine your business as a thriving ecosystem where each employee plays a vital role. Just as a healthy ecosystem relies on a delicate balance of elements to flourish, so too does your organisation depend on the cultivation of a positive workplace culture, a strong sense of community, and high morale among its members. These elements are the foundation upon which your business stands, influencing everything from employee productivity to customer satisfaction.

CHAPTER 1

Consider this:

When employees feel valued and appreciated, when they believe in the mission and values of the company, they are more likely to go above and beyond in their roles. They become advocates for your brand, ambassadors in the marketplace, and catalysts for growth and innovation.

Conversely, when culture, community, and morale are neglected, the consequences can be dire. Employee disengagement, turnover, and low morale can erode the very foundation of your business, leading to decreased productivity, diminished customer satisfaction, and ultimately, financial loss.

CHAPTER 1

Consider this:

By prioritising culture, community, and morale, you not only create a more fulfilling and enjoyable work environment for your employees but also position your business for long-term success and sustainability.



CHAPTER 2

THE IMPACT OF CULTURE, COMMUNITY, AND MORALE

Have you ever found yourself in a workplace where enthusiasm was in short supply, where productivity seemed to dwindle, and where simply showing up felt like an arduous task?

If so, you likely understand firsthand the detrimental effects of a lacklustre or toxic workplace culture. This pervasive issue not only drains the energy and motivation of employees but also poses a significant threat to the overall success and sustainability of an organisation.

CHAPTER 2

The consequences of neglecting culture, community, and morale are far-reaching and profound. When employees are disengaged and demotivated, productivity inevitably suffers. Tasks take longer to complete, quality suffers, and deadlines are missed. Moreover, when employees feel undervalued and unsupported, turnover rates skyrocket.

According to research, a staggering 62% of employees leave their jobs due to issues related to workplace culture.

But the impact goes beyond just numbers. A toxic workplace culture can have lasting effects on the mental and emotional well-

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being of employees, leading to increased stress, anxiety, and burnout. It can also damage the reputation of the company, making it difficult to attract and retain top talent in the future. In extreme cases, it can even lead to legal issues and costly litigation.



CHAPTER 3

UNDERSTANDING THE ELEMENTS

Assessing the state of your business's culture, community, and morale is a critical step towards creating a healthy and thriving work environment. But where do you begin?

Understanding the distinctions between these three elements is the first step on the journey towards improvement.

Culture

Culture, often referred to as the DNA of an organisation, encompasses shared values, beliefs, and practices that shape

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behavior and interactions within the company. It's the invisible force that guides decision-making processes, influences employee behaviour, and sets the tone for the overall workplace atmosphere. Think of culture as the foundation upon which everything else is built. From the way decisions are made to how employees treat each other and approach their work, culture permeates every aspect of the organisation.

Community

Community, on the other hand, goes beyond mere camaraderie. It's about fostering a sense of belonging and connection among employees, creating a supportive

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ecosystem where everyone feels valued and empowered to contribute their ideas and talents. A strong community encourages collaboration, communication, and mutual support, breaking down silos and fostering a culture of inclusivity and teamwork.

Morale

Morale represents the collective mood, attitude, and satisfaction of the workforce. It's the pulse of the organisation, reflecting how employees feel about their work, their colleagues, and the company as a whole. Factors influencing morale include culture, leadership, recognition, work-life balance, and overall

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employee experience. When morale is high, employees are more engaged, motivated, and productive. Conversely, when morale is low, productivity suffers, turnover rates increase, and the overall health of the organisation is compromised.

By understanding these three elements and their interplay, you can gain valuable insights into the health of your organisation and identify areas for improvement.

Conducting surveys, gathering feedback, and facilitating open dialogue are effective ways to assess the current state of your culture, community, and morale.

CHAPTER 4

TYPES OF COMPANY CULTURE

Company culture is a complex and multifaceted aspect of organisational life, shaped by a variety of factors including values, norms, traditions, and leadership style.

While every organisation has its own unique culture, it typically falls into one of four common types, each with its own distinct characteristics and implications for employee behavior and organisational performance.



CHAPTER 4

Clan Culture

Clan Culture emphasises collaboration, teamwork, and employee well-being. In organisations with a Clan Culture, employees often describe their workplace as feeling like a family, where mutual support, trust, and camaraderie are valued. Leaders in Clan Cultures prioritise employee development and empowerment, fostering a sense of belonging and loyalty among team members.

Adhocracy Culture

Adhocracy Culture, on the other hand, is characterised by a spirit of entrepreneurship, innovation, and risk-taking. In these organisations,

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employees are encouraged to think outside the box, experiment with new ideas, and challenge the status quo. Leaders in Adhocracy Cultures are often visionary and open-minded, creating an environment where creativity and initiative are celebrated.

Market Culture

Market Culture is dynamic and competitive, with a strong emphasis on results, performance, and achievement. In organisations with a Market Culture, employees are motivated by goals, targets, and incentives, and competition is encouraged as a means of driving excellence and innovation. Leaders in Market Cultures are

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results-oriented and driven by a desire to win in the marketplace.

Hierarchy Culture

Hierarchy Culture emphasises formal structures, rules, and procedures, with clear lines of authority and control. In these organisations, employees are expected to follow established protocols and adhere to chain of command. Leaders in Hierarchy Cultures are often bureaucratic and process-driven, prioritising efficiency and consistency above all else.

Regardless of the dominant culture, research shows that 94% of employees believe a defined company culture is crucial for

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success. A strong culture clarifies business and employee purpose, fostering unity and community among team members, and providing opportunities for success and growth. However, each type of culture has its own strengths and weaknesses, and no single approach is right for every organisation.



CHAPTER 5

Benefits of Cultivating Culture, Community, and Morale

Developing, nurturing, and repairing culture, community, and morale within your organisation can yield a myriad of benefits that extend far beyond the confines of the workplace. These elements serve as the cornerstone of a thriving and resilient business, impacting everything from employee satisfaction to customer loyalty.

Increased Productivity:

A positive workplace culture fosters a sense of purpose and motivation among employees, leading to increased productivity and efficiency. When employees

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feel valued, supported, and engaged, they are more likely to go the extra mile to achieve their goals and contribute to the success of the organisation.

Improved Collaboration and Communication:

A strong sense of community encourages open communication and collaboration among team members, breaking down silos and fostering a culture of teamwork and innovation. When employees feel connected to one another and share a common vision, they are more likely to collaborate effectively and share ideas and insights.

CHAPTER 5

Higher Talent Acquisition and Retention Rates:

A positive workplace culture is a magnet for top talent, attracting individuals who are aligned with the values and mission of the organisation. Moreover, when employees feel satisfied and fulfilled in their roles, they are more likely to stay with the company for the long term, reducing turnover and associated recruitment costs.

Advanced Innovation and Creativity:

A culture that encourages experimentation, risk-taking, and creativity is fertile ground for innovation. When employees feel empowered to explore new ideas

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and challenge the status quo, they are more likely to come up with innovative solutions to complex problems, driving the organisation forward.

Elevated Brand Image and Customer Satisfaction:

A strong culture, vibrant community, and high morale are not only felt internally but also projected outwardly, shaping the perception of your organisation among customers, partners, and stakeholders. When employees are happy and engaged, they are more likely to deliver exceptional customer service and create positive brand experiences, leading to increased customer satisfaction and loyalty.

CHAPTER 5

Enhanced Well-being:

A supportive workplace culture that prioritises employee well-being promotes physical, mental, and emotional health among employees. When employees feel supported and valued, they are more likely to experience lower levels of stress and burnout, leading to improved overall well-being and quality of life.

Reduced Conflicts:

A strong culture of respect, trust, and collaboration helps to mitigate conflicts and resolve disagreements in a constructive manner. When employees feel valued and respected, they are more likely to approach conflicts with empathy and understanding,

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leading to more positive outcomes and healthier relationships.

Increased Business Resilience:

A resilient organisation is one that can adapt and thrive in the face of challenges and uncertainties. By investing in your culture, community, and morale, you build a strong foundation that can weather storms and emerge stronger on the other side. When employees feel connected to the organisation and each other, they are more likely to pull together during difficult times, leading to increased resilience and sustainability.

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supporting you so call on us to
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