

Tip sheet

Virgin pulse

Company culture

How to keep it alive in a hybrid workplace



Tip sheet

In, out, in out. The new reality of hybrid working can make it challenging to keep up with who's in and who's at home – and soon, your company culture is like the hokey cokey. Yet, organisations are doubling down on creating a better employee experience to build that company culture.

This goes beyond simply offering new perks and benefits (although they are welcome!). It means fostering a new workplace culture from the ground up to reflect modern working models.





Many organisations are moving towards a hybrid working model

A post-pandemic world reflects the rapid acceleration in changing working models. Certain businesses shifted from a fully in-office model to a solely remote one, and now are embracing the best of both, comprising a mix of office-based, frontline and remote workers.

To understand how to build and maintain company culture effectively, it's best to know where the mindset of workers is right now. With the events of the past two years still fresh in everyone's

minds, people's approach to life and careers have shifted. Increasingly people are looking at it from a more holistic angle, asking, "does this job work for me?"

They want their work to be more than just a job; it has to fit in with a life purpose. So, with many devoting a third of their adult lives to working, they must find it meaningful. Leaders should be looking to build a culture around purpose and fostering a community feeling, regardless of your working pattern.

Benefits of hybrid working:



73%

of employees from a global survey want flexible remote work options to stay post-pandemic ([Statista](#))



72%

of people say that virtual meetings improve inclusion and participation ([Google Hybrid Work Survey](#))



66%

of business decision-makers are considering redesigning physical spaces to accommodate hybrid work environments better ([Microsoft](#))



31%

are less likely to feel embarrassed or ashamed when their home life shows up at work ([Microsoft](#))

Issues of hybrid working: ([Google Hybrid Work Survey](#))



57%

The majority of respondents said they feel disconnected from their organisation and co-workers



62%

Limited networking opportunities negatively impact career growth



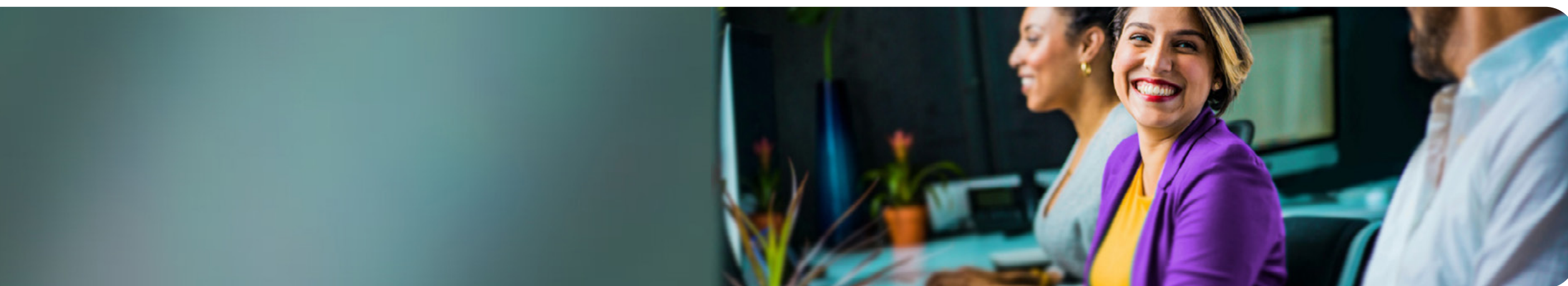
54%

limited social interactions with co-workers have had a negative impact on their mental health



70%

of respondents indicated that the culture of trust between managers and employees needed improvement



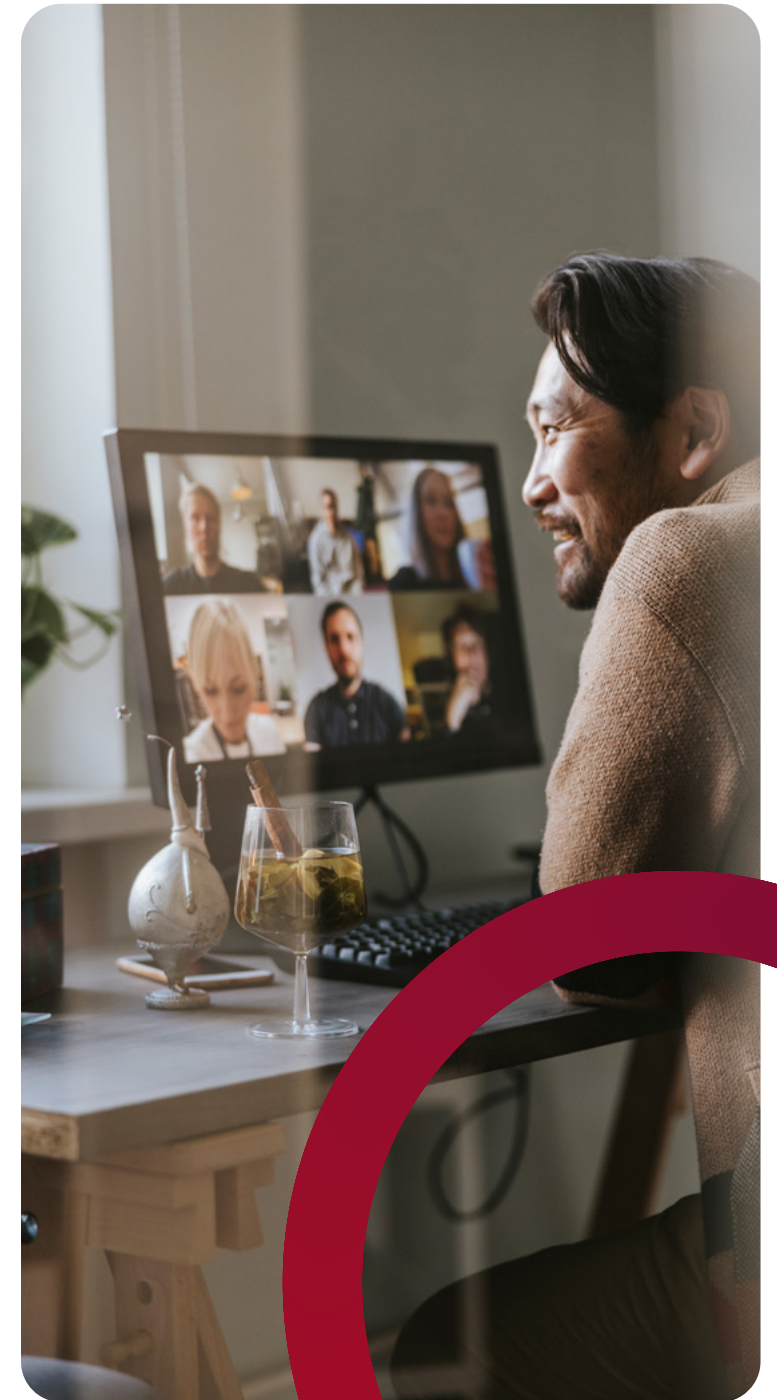
Hybrid working tips

1

Build a culture of communication at work

An essential way for organisations to get the team pulling in the same direction and build a coherent company culture is to have clear and effective communications. It sounds easy enough, but it goes way beyond simply being available for emails. Company communication ranges from empowering your employees with messaging related to the business values and allowing them to understand their role within that.

Managers should also lead from the front by utilising video presentations, virtual and face-to-face meetings, blog posts and other communication channels to provide transparency, business updates and team-building messages. What this all does is to help people buy into the company culture and the direction it looks to go in, getting them involved in the news be it positive or negative.

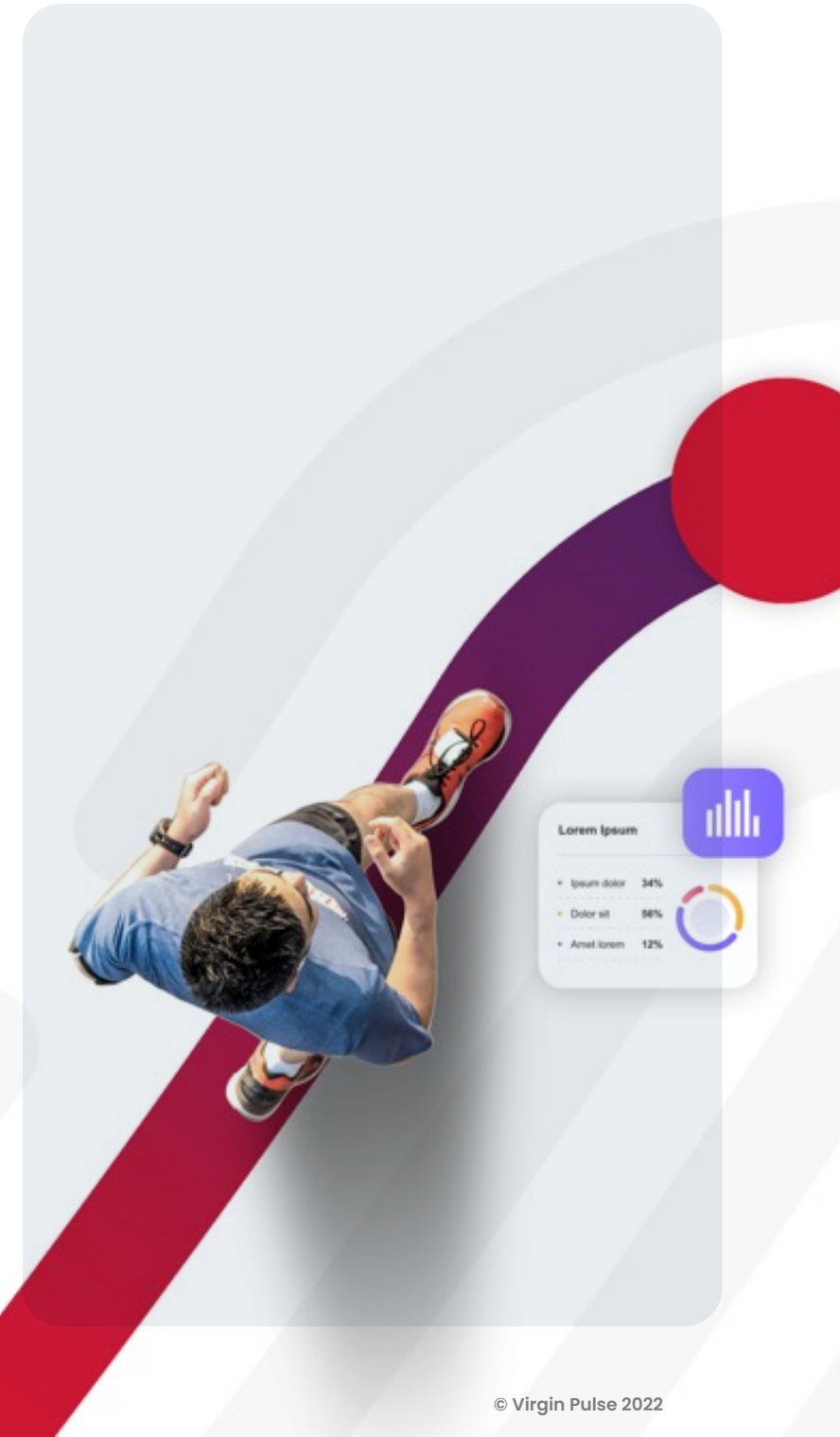


2

Gamify your wellbeing platform

There's nothing like a bit of team rivalry, right? So, introducing a bit of healthy competition amongst your team will do wonders for team building and the overall company culture. Utilising gamification into your businesses wellbeing platform can not only help hit your wellbeing targets but bring together a team working across different modes and time zones.

Opting for VP GO's The Great Adventure challenge, goes beyond simply being a step counter. It allows your team to join a global community and have access to analytics to track their personal daily progress alongside their colleagues. [Find out more about the challenge here.](#)



3

Tap into your social media

Having a company social media solely for showing what your workplace culture entails can work wonders. Both for current employees and when recruiting new talent. Businesses should use it as a hub to reflect the personalities within the team. Post pictures of pets, families, events or even what playlist to listen to that week (yes even those guilty pleasures!). We're all human and showing that side and allowing your team to show theirs makes them feel like their workplace is one with meaning and not just a job.





Allow your team to be their authentic self at work

Figures show that one in five have met their colleagues' pets or families virtually, and as things got a little more challenging, one in six (17%) have cried with a colleague this year. Tapping into and allowing this vulnerability can help bring authenticity to your company culture and should be encouraged. Microsoft's Work Trend index had indicated that co-workers who interacted with others more closely than they did before experienced stronger work relationships and higher productivity, and better overall wellbeing.



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As the importance of fostering a good company culture grows, businesses will be mindful of not being left behind. Especially during a labour market geared towards employees. So why not look to create that community feel amongst your workforce and see how Virgin Pulse can help you on that journey.

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