Four Key Ingredients to Build a World Class Culture

Anne McCord  anne@ilgdenver.com
Jen Volmer  jen@ilgdenver.com

STRATEGIC SERVICES
Transforming Workplace Cultures

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ROAD MAP

• Where we have been
• Where we are heading
• Components of a great culture
  • Hope
  • Trust
  • Belonging
  • Health-related work life
LAST 3 YEARS – IT’S COMPLICATED
A LOT CAN HAPPEN IN 24 MONTHS

- COVID – loss, fear, protection, rebellion
- Presidential Election
- Social unrest
- BLM
- Mass Shootings
- Fires
- War
- How has this impacted your culture?
WHAT IS CULTURE?

Organizational Culture
A system of shared values, beliefs, and assumptions that employees have. They govern how we behave in organizations.

We also call it CORPORATE CULTURE

- Innovative
- Aggressive
- Outcome Oriented
- Stable
- Detail Oriented
- Team Oriented
- People Oriented
COVID

- Fear and Anxiety
- Illness and dying
- Understaffing
- Budgets
- New Policies and procedures
- Remote workplaces
- Technology to meet the needs of remote work
The Great Resignation caught the business world by surprise. It’s always held that people needed work and so would be grateful for any job they could get. While this shift in work-life culture might have some scratching their heads as to why people are leaving these once coveted jobs.

“11.5 million workers quit their jobs during the spring of 2021”
The Great Resignation

Number of people quitting their jobs in the United States, seasonally adjusted

Source: U.S. Bureau of Labor Statistics
GREAT RESIGNATION

• 4 million Americans quit their jobs in July 2021 and it continues...
• Research found resignation rates highest
  • Mid-career employees [ages 30 – 45 years old]
  • Tech and health care industries
TOP 5 REASONS PEOPLE LEAVE – NOT $

- Toxic culture
- Job insecurity and reorganization
- High levels of innovation
- Failure to recognize performance
- Poor response to COVID
Way Back When.....
Win the War for Talent!
6 WAYS TO COMPETE

- Streamline the hiring process
- Increase compensation, including benefits
- Build a great culture
- Solid plan for flexible working
- Reset expectations
- DEI commitment
CONNECT WITH YOUR INNER “YOUNG ADULT”
5 STEPS TO LANDING GREAT CANDIDATES

• Roll out the red carpet
• Be flexible and act FAST
• Step up marketing, branding and awareness
• Invest in a training program
• Government edge = GONE!
COMPONENTS TO A GREAT CULTURE

• Hope
• Trust
• Belonging
• Health-related work life
VISON AND MISSION

• The mission statement provides the organization with a clear and effective guide for making decisions.

• The vision statement ensures that all the decision made are properly aligned with what the organization hopes to achieve.
STRATEGY AND GOALS FOR THE FUTURE

A strategic plan serves as a community's roadmap and is used to prioritize initiatives, resources, goals, and department operations and projects. The strategic plan is a big-picture document directing efforts and resources toward a clearly defined vision.
NEW HIRES

• More hands-on deck
• Fresh ideas
• Career progression / Succession planning
COMMUNITY INVOLVEMENT
COMMUNICATION

- History of the town/community
- State of the Town/City/County
- Newsletters
- Pass down information
- Town Halls
- Listening Sessions
TRANSPARENCY

• Speak honestly
• Disclose information
• Open Door Policy
• Brown Bag Lunches
• Ask questions
LEADERSHIP TRAINING

- ALL
- Decision making
- Increased productivity
- Retain your people
- Cultivate future leaders
- Increase employee engagement
- CCCMA Emerging Leaders Program
REPORTING

• Clear policies
• Protect employees
• Creates a safe minded culture
• Sets the tone for expectations in the future
• Ombuds
• Training
BELONGING
INCLUDING
CELEBRATIONS

• Parties
• Extra Activities
• Celebrate Successes
• Community events
• Employee appreciation
ONBOARDING

• New hire comfort
  • Introductions
• Clear and concise information
• Introduce the organization
DEI

• Respectful workplace training
• Microaggression awareness
• Bystander awareness
• Talent acquisition
• Civility
HOW DO YOU ENCOURAGE BELONGING?
A strong sense of belonging encourages employees to excel in their roles and connect with the company.
CREATING A SENSE OF BELONGING

- Shared internal news
- Recognition
- Ideas and innovation
- Employee surveys / feedback
- Team forums
- Social groups
- Events
HEALTH-RELATED WORK LIFE
WAYS TO PROMOTE WORK-LIFE BALANCE

• Flexible and remote working
• Encourage breaks
• Review workloads
• Lead by example
• Volunteer time/opportunities
• Reconsider time off
• Wellness plans
MENTAL HEALTH AWARENESS

• EAPS
• Benefit enhancements
• Education
• Encourage
• May
TOP 4 THINGS YOU CAN DO TO PROMOTE HOPE, TRUST, BELONGING AND HEALTH

• HOPE: Revisit and market your vision, mission and values = Employee Impact
• TRUST: Develop a communication strategy with a lens on transparency
• BELONGING: Focus on post COVID employee appreciation and celebrating successes
• HEALTH: Adopt a wellness tool

Culture, Culture, Culture
RESOURCES

• Colorado City & County Management Association – www.coloradocccma.org
• International City/County Management Association – www.icma.org
• Colorado Municipal League – www.cml.org
• Society for Human Resource Management – www.shrm.org
• Colleagues
• ILG Strategic Services - info@ilgdenver.com
ANY QUESTIONS?