

## ***Why should you invest in a healthy workplace culture?***

It's hard to believe there are still people out there who don't believe in the power of a healthy work culture. The old sentiment is work is work and a paycheck is thanks enough. Well, the times have certainly changed, and you, forward-thinking small business owner, don't want to be caught thinking like that! But we digress. Maybe you do have a healthy working culture. Maybe you pride yourself on it. If that's the case, wonderful! Still, wherever your culture falls, we're certain you can take away something of value in this document.

### **BEHOLD, THE WORST WORKPLACE EVER**



You walk into an office and it's just a mess. Boxes and manila folders are everywhere. The carpet is dirty. (Man, you hope it's just coffee.) The furniture and décor are straight out of Soviet Russia. There's no energy. Sure, there's low murmuring, a light clatter of coffee mugs and hum of florescent lights, but teeming with life this place ain't. You say good morning to an employee, but they're stiff and polite, lacking any sort of friendliness and warmth. You witness an interaction: Manager to employee. It's awkward, transactional, one-way.

Why is it this way? The environment isn't doing the workers any favors, but you sense there's something more. Do the managers and employees exist in different caste systems? Is it a lack of respect? What's the work-life balance situation? You're not sure. You think you're close to the answer but then you hear a colleague raise their voice to another.

A misunderstanding on a task, an expectation not met—more likely not well-communicated. Hard to say. It strikes you that the concept of company culture doesn't come up much around here. The day slogs on. It's a rough one all around. Everyone's pointing fingers, but no one's looking at themselves. Accountability? Non-existent. It's almost five, but everyone is heads down with an open bottle of Maalox next to their keyboards. When you get home, you pour yourself a stiff drink to wash the place away. Out of morbid curiosity, you see what the internet has to say about this place and notice the employees are just a little too active on LinkedIn. GlassDoor confirms all your suspicions, as if there was some room for any doubt.

Clearly, the above was exaggerated to a near-comic effect to paint a picture. While few workplaces are that bad (we sincerely hope), we are betting that some of you are a little too familiar with this scenario.



*"To win in the marketplace, you must first win in the workplace."*

- Doug Conant, Former CEO, Campbell Soup

## A healthy work culture benefits everyone

A healthy culture is an investment that pays enormous dividends to the well-being of your organization and directly improves your bottom line. A healthy culture encompasses employee satisfaction, productivity rates, company values and the overall function of human resources.

Who'd have thought? Companies with Taco Tuesdays, regular one-on-one meetings and memorable outings may just be doing all the right things! But really, the facts back it up:

**70% of employees** are disengaged at work.

**DISENGAGED EMPLOYEES cost American businesses over \$550 billion annually due to:**

- Low productivity
- High absenteeism
- Negative customer experience
- Low morale and retention



## *So why isn't every business investing in a healthy culture?*

Truth is, one way or another, it's expensive. Expensive, but unavoidable. You either pay for it upfront and reap the rewards, or you pay for it later and suffer the consequences of an unhealthy work culture. The choice is yours.

## **Hallmarks of a Healthy Work Culture**

Are you asking yourself how to create a healthy work culture? Maybe improve upon the one you already have? Looking back to our Healthy Business Handbook, here are a just a few ways to keep you and your workers engaged

- **Care deeply about their employees on an individual level**
- **Offer premium benefits and employee perks**
- **Spend time addressing issues like financial stress, physical wellness, exercise and work/life balance**
- **Designate a specific role focused solely on employee wellness and company culture**
- **Invest in quality compliance and HR services to oversee the employee handbook, onboarding, payroll, OSHA regulations and offboarding**

### ***What happens next?***

Check in with your employees often. Sometimes, be less of a traditional leader and more of an observer. If people are smiling, communication is strong and there's a clear team-first attitude, you're on the right path as a small business owner. Continue to follow trends, see what the businesses you admire are doing for their employees. Steal ideas. Emulate people you respect. Then repeat.

**Aliat** is your partner in long-term business health. We offer a unique 360° HR solution that will reduce your total cost of ownership and transform your HR processes, payroll, health and retirement benefits, and compliance risk.

### ***Interested in learning more?***

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