

Workplace Culture

As many company leaders know, the biggest cost of doing business is often labor. The cost of hiring an employee goes far beyond just paying for their salary to encompass recruiting, training, benefits and more. It can take up to six months or more for a company to break even on its investment in a new hire. So, how can you create a workplace culture which can attract and retain talented workers?

Workplace culture is important as it links company culture with things like employee engagement, happiness, productivity, retention rate and positive recruitment efforts and more. Workplace culture can be just as important as your overall business strategy because it can either bolster or erode your organization. Here is an article highlighting this topic, "[The Importance of Work Culture.](#)"

We know all employees aren't motivated solely by money. They also seek intrinsic motivators like being recognized for their hard work and given flexible work time, growth opportunities and advancement. Here are a couple of articles highlighting these ideas: "[10 Tips to Motivate Employees Without Resorting to Money](#)" and "[4 Ways to Motivate Employees Without Budgeting Bigger Salaries.](#)"

***** The items listed below were gathered from businesses across the state and from the multiple articles referenced above. We understand that some items listed may not pertain to every business or industry in Idaho and are meant to help generate topics for discussion. The Idaho Department of Commerce will continue to build on this list from ideas heard from businesses and will update this list periodically with other ideas gathered. *****

1. Create a work community (details in the articles mentioned above).
2. Honest praise for a job well done.
3. Positive communication and appreciation for staff, e.g., publicly acknowledge a job well done by individual staff.
4. Growth/leadership opportunities and benchmarks for promotions and raises.
5. Suggestion box for employees to leave anonymous ideas for improvement.
6. Ensure positive communication to all job applicants, even those you don't hire. You might want to hire them in the future.
7. Hire quickly; job seekers have options; they are interviewing with multiple employers.
8. Ensure that employees who leave voluntarily or through a temporary staff reduction or a more comprehensive restructuring leave on good terms and still feel valued. You may want to rehire them someday.
9. Ensure a positive and organized onboarding process for new hires.
10. Provide structured training to all new staff so they are prepared to succeed.
11. Conduct "stay interviews" to learn what employees value and appreciate about your workplace or what you could be doing a little differently for improvement; don't wait for feedback from an exit interview when the employee has already checked out.
12. Hold "office hours" for top management so team members can visit and have open discussions.
13. Be transparent about challenges or failures and allow your team to be part of the solution.
14. Create an environment of continuous improvement.
15. Ensure employee wages are competitive with similar positions at other businesses in the area.
16. Hire, fire, and promote based on your culture.
17. Inviting lounge for breaks and lunch.

18. Complementary snacks and beverages in the lunch lounge.
19. Reimburse for gym memberships.
20. Tuition reimbursement for college courses.
21. Employer tax credit by investing in employees [Deal 529 College Savings](#) program.
22. Flexible work schedules.
23. Telecommuting opportunities.
24. Unlimited PTO (maybe 2 weeks a year are paid, but anything beyond that is unpaid).
25. Shuttle to and from work for staff.
26. Company socials/outings.
27. Inside area for bikes and a tune up station for those who ride to work.
28. Gift card as a reward for a job well done.
29. Childcare and elder care support.
30. Health and retirement benefits.
31. Bring in a car detailer to take care of staff cars onsite; free or discounted.
32. Donut Day.
33. Monthly employee celebrations: birthdays, work anniversaries, babies, new hires, etc.
34. Employee Referral Bonus: when employee refers a new employee, and they make it through probation.
35. Company Swag, such as giving employees a company logo' d hat, hoodie and/or shirt.
36. Bring in lunch for the staff: weekly, monthly or quarterly.
37. Company sponsored medical clinic onsite.
38. Team happy hour; on-site or off-site, can be combined with monthly all-team meetings.
39. Volunteer as a team.
40. Song requests or playlists in the office/ shop as a perk or reward.
41. Paid birthday's off.
42. Dog friendly office.