WHAT TO LOOK FOR IN
A COMPANY CULTURE

Company Culture is the living, breathing, thinking, and creative sum of all the beings in a particular organization or company.

When a group of people within a company acts as one, anything can happen! Conversely, if a Culture is fractured in any way, the whole is less than the sum of its parts. If everyone isn't going in the same direction a Culture will be weak and unhealthy.

If you are feeling stifled, trapped, or unhappy in your workplace, it could be that the company is a poor cultural fit for you.

WHAT IS THE COMPANY CULTURE AT YOUR CURRENT WORKPLACE?

- Is it a place of freedom and opportunity?
- Do you have a clear path to advancement?
- Can you elevate yourself and the lives of those around you by adding more value to what you do?

If the answers are no, why would you want to continue to work in a company that doesn't provide the same freedoms you enjoy in everyday life?

If you are ready to move on and find a better Culture to work in, one in which you can find happiness, satisfaction, and enjoyment in your work, what should you look for in your search?

- The employees should have the freedom to create solutions to problems.
- The staff's great ideas should be given flight, not killed.
- The company should have a clear Vision and Purpose that are evident.
- The employees should be using common language when they discuss the work they do and the company's Vision and Purpose.
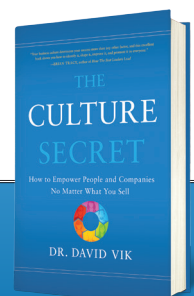
- The employees have positive attitudes about their work and you feel a "good vibe" when you visit the company.
- The company's work ethic should align with yours.
- The staff have relationships with each other both in and out of the office.

How can you find out if the company you are considering does, in fact, have the kind of Culture you are looking for?

- Prepare questions to ask in your interviews that will uncover key cultural elements. For example, ask what is the best aspect of the Culture? How is the company improving its Culture? What should you look forward to in working as a part of that Culture?.
- Talk to as many people in the organization as possible, including people whose positions will be parallel to yours.
- Do your research! Learn what you can about the company: read what is said about them in the media and in their own promotional materials.