

Company Culture Sustainable in Any Market



Herodotus, the ancient Greek intellectual who became known as “The Father of History” coined the phrase “Culture is King”. Companies rise and fall based on their culture, and challenging situations like we’ve faced here in 2020 test company culture to determine if it’s real or just a façade. In a recent article, I gave advice on how to [“Pandemic-Proof Your Funding Pitch Deck”](#), but as an entrepreneur, are you really able to pandemic-proof your company culture? The answer is a resounding “yes”! In fact, you can create a culture that thrives in any market situation, including Covid and beyond.

Leadership-Driven Culture

How you, the entrepreneur, and the executive team lead at the outset of your business and through “normal” times sets the tone for your culture that will carry you through times that are trying. As Frances Hesselbein so succinctly put it, “Culture does not change because we desire to change it. Culture changes when the organization is transformed; the culture reflects the realities of people working together every day.”

For the leadership team that truly prioritizes the culture of their organization, there are a few core values that will be emphasized down the management ranks to the front-line employees and a call to have the actions of all personnel align with these values. The top core values include:

- **Two-Way Communication** – Consistent and ongoing opportunities for the executive team to interact with staff (both speaking and listening) and for all team members to interact with customers (again, both speaking and listening)
- **Engagement** – Fostering a sense of ownership and a common purpose throughout the organization to energize all employees and get them working toward a uniting vision
- **Wellness and Balance** – Setting policies that value employees' work-life balance, mental and physical health, and general wellness
- **Programs and Tools** – Enacting programs and implementing tools that allow employees to thrive in personal and professional development, workplace collaboration, idea innovation, mobile and remote work setups, knowledge sharing, and more

The combination of forced and voluntary business shutdowns that occurred nearly overnight as a result of the Coronavirus response quickly led to 88% of companies that either required or encouraged their employees to work from home, according to a Gartner survey. Some companies were ill-prepared for this rapid shift. Many of the companies with the technical capabilities for hosting a truly remote workforce, however, lacked the type of culture that would keep employees engaged, communicating, and thriving when not in an in-person environment.

Having a great framework in place is essential and must include employees who come to a physical office location as well as employees who work from home, in the field, or from a remote office. As companies return to work, executives and board members are going to re-imagining how the company operates. The old approach of leasing large office spaces may alter significantly, causing companies to adopt a more aggressive mobile and remote work model. Re-thinking how these core values that contribute to the corporate culture can be dealt with is just as important to strategize over.

To learn more about creating an engaging culture or how to create an epic fundraising story for digital presentations to investors, contact me for a complimentary consultation by phone at 314-578-0958 or by email at ilebow@transformationsolutions.pro.

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