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6 Factors That Comprise A Company's Culture

by Paul Andrews [🕒 February 11, 2021](#)

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“Corporate culture” is a buzz phrase that’s been going around for over a decade now, though the

actual meaning behind this hot topic is often lost. A company's culture goes far beyond celebrations, perks, and the office layout. In fact, it reaches the very core of a business.

We spoke to **Joel Patterson**, the founder of The Vested Group who shared with us six factors that comprise a company's culture.

Heritage and Vision

Every business has an origin story, and this narrative has the potential to be a driving force for success. It's important to incorporate your organization's heritage into your culture. Sharing your business's unique history connects your employees to the "why" behind your organization's conception. By celebrating your business's roots, you connect your staff to the company's original purpose and encourage them to embody it in their work.

Values and Practices

Companies often define their core values for their employees, but those mean very little if accepted corporate practices don't align. It's important to ensure that communication standards, leadership structure, workplace environment, etc. all promote your company values.

Contribution and Recognition

Sometimes it's hard for employees to see how the work they do affects the big picture. You never want a member of your staff to feel small or insignificant. Celebrate individuals' accomplishments, hard work, or great ideas. Make a habit of telling your employees how much you appreciate them and how

important their contribution is to the overall success of the company.

Promote Growth

No one wants to stick around at a job they feel is stagnant. It's important to encourage professional growth so employees feel they are improving themselves and their lives while working for you. This can be through continuing education courses, seminars, a book club, or even just built-in flexibility to explore new topics.

Positive Work Environment

This may seem like a no-brainer, but in order to keep employees happy, they have to want to come to work. Take steps to create a positive workplace that's fun to come to every day.

Stay Consistent

After you've decided on the elements that make up your company's culture, enstate them across the board. Consistency helps build employee trust. If your staff sees inconsistency in your culture, they'll know it isn't genuine.

Remember, each company's culture is unique, and the perfect culture doesn't always come right away. Don't be afraid to reflect and revise as you go.

About the Author – **Joel Patterson** is the founder of The Vested Group, a business technology consulting firm in the Dallas, Texas area, and ForbesBooks author of **The Big Commitment: Solving The Mysteries Of Your ERP Implementation**. He has worked in the consulting field for over 20 years.

Patterson began his consulting career at Arthur Andersen and Capgemini before helping found Lucidity Consulting Group in 2001. For 15 years he specialized in implementing Tier One ERP, software systems designed to service the needs of large, complex corporations. In 2011, Patterson founded The Vested Group, which focuses on bringing comprehensive cloud-based business management solutions to start-ups and well-established businesses alike. He holds a bachelor's degree in Business Administration from Baylor University.

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Paul Andrews

Paul is the founder and editor-in-chief of Family Business United, the global magazine and resource centre that brings together the family business community via news, insights, research, events and much more besides. He is also recognised as one of the Top 100 Global Family Business Influencers.

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