



**RewardGateway**  
the employee engagement people

# 12 Ways to Showcase Company Culture in Everything You Do

Techniques and tips to tie in your employer  
brand and company culture



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# Introduction

Hi,

My name is Didi Kirova, and I am the Head of Learning & People Experience at Reward Gateway. As the head of people experience, our company culture is my priority — I want to make sure all 355+ RGeners around the world are always living our values and have a deep understanding and appreciation for our culture.

Your company's culture is one of the most crucial elements of your organisation and is a key component to retaining and attracting workers. It's what attracts new employees to your organisation, and it's what keeps your existing ones excited about coming to work each day. That's why it's critical to keep culture

front and center in everything you do. And while sometimes that comes naturally, I understand that embedding your company culture into your everyday can be easier said than done.

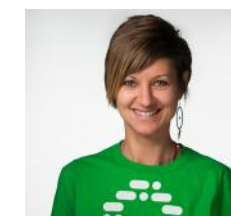
“Culture picks up where the employee handbook leaves off. Culture tells us how to respond to an unprecedented customer service request. It tells us whether to risk telling our bosses about our new ideas, and whether to surface or hide problems.”

- **Frances Frei and Anne Morriss,**  
**Harvard Business School**

So we're here to help you think of new, creative ways for those spots that could use a little extra flair. We'll offer some ways to:

- **Spotlight culture in internal communications such as your company newsletter or internal communications platform**
- **Introduce culture during a values-driven induction**
- **Embed your culture in recognition programmes**

Let's dig in...

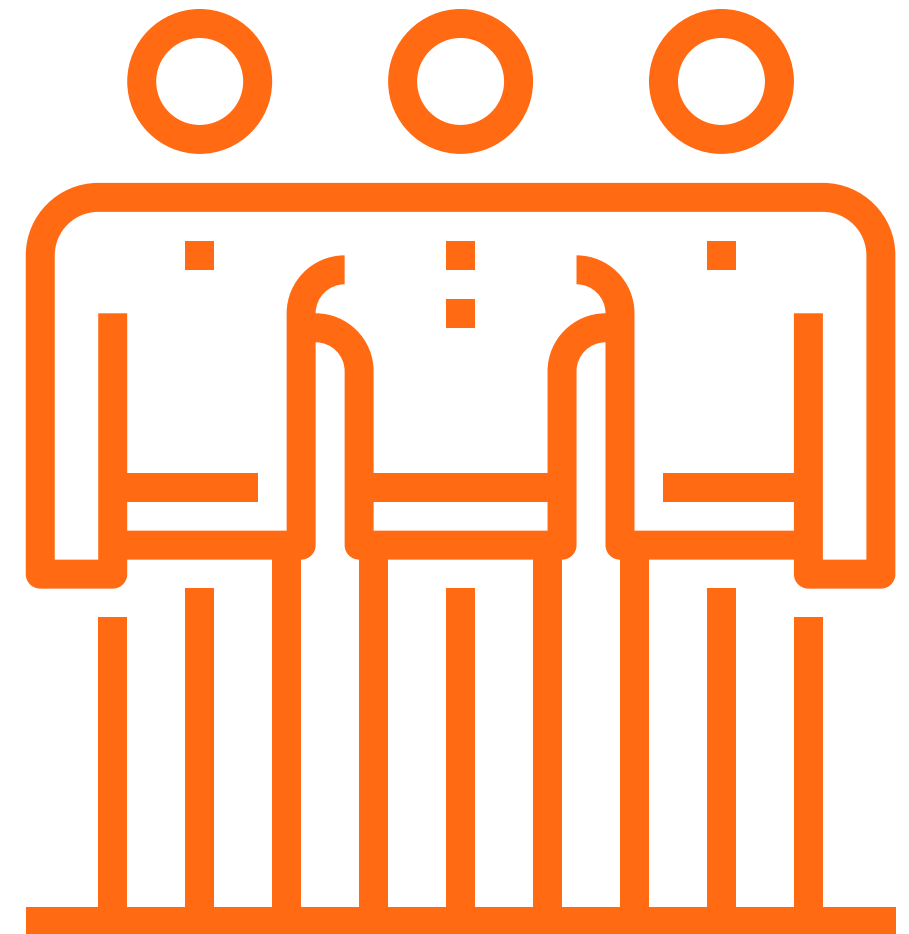


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# Defining Your Company Culture



Culture is everything around you from the quality of the office furniture to the quality of your face-to-face meetings with your manager, how often you run out of office milk to the attitude of your people. Everything within a workplace helps to create its “culture.”

Company culture is the output of our 10-step strategic model to building employee engagement, the Engagement Bridge™. Everything on the Bridge™ is something that you (or others in your company) can control, whether that’s through time or resources, but company culture is something that comes out of these “inputs.”



How your company behaves, recruits, makes decisions, operates, makes choices — through the actions of your leaders and your managers — that’s what forms your culture.

## The Engagement Bridge™



[rg.co/bridge](http://rg.co/bridge)

A company with amazing culture is one that values people, both its customers and its employees, and is passionate about its products and producing results. It may have a no-rules policy that doesn't limit vacation time or it may offer employees tons of perks like free food and dry cleaning.

Defining your own company culture isn't easy. Culture is not a tangible thing that just one person can identify and enforce. **But the place to start is with your own people.** Look to them to see what motivates them to succeed and what makes them happy.

At Reward Gateway, we have a Culture Team made up of 14 employees — it represents all walks of life from different countries and in different job roles. It includes our Group HR Director in London, Senior Recruiter in Boston, members of our sales teams from Melbourne and Birmingham,

and more. Their mission: To make Reward Gateway a better place to work.

**The Culture Team represents the employee voice. One of the most important things it does is talk to almost all of our 355+ employees to find out what really makes them happy.**

Obtaining that feedback is a critical part of defining your company culture. Now you know what your workforce truly values. With feedback in hand, your Culture Team can jump into action. It may do anything from reviewing workplace policies, such as flexible work schedules, to adding more milk to the office grocery list.



## 5 ways to quickly improve your company's culture

### 1. Abolish rules and policies wherever possible.

Instead, provide a free-thinking environment where the onus is on the individual to make a sensible decision.

### 2. Hire new people with the team dynamic in mind.

When recruiting new workers, look for people with complementary personalities and skill sets that will help diversify your workforce and encourage healthy dissent.

### 3. Encourage regular peer-to-peer recognition.

Have your team nominate a colleague each month who has been outstanding to improve collaboration and build greater connections.

### 4. Make the workspace as nice as possible.

Take on employees' ideas and allow their contributions to the space through open and honest communication.

### 5. Lead from the top.

Show how you like things done rather than just telling. Visibly encourage those behaviors with praise and recognition. Walk the walk, as they say, rather than just talk the talk.

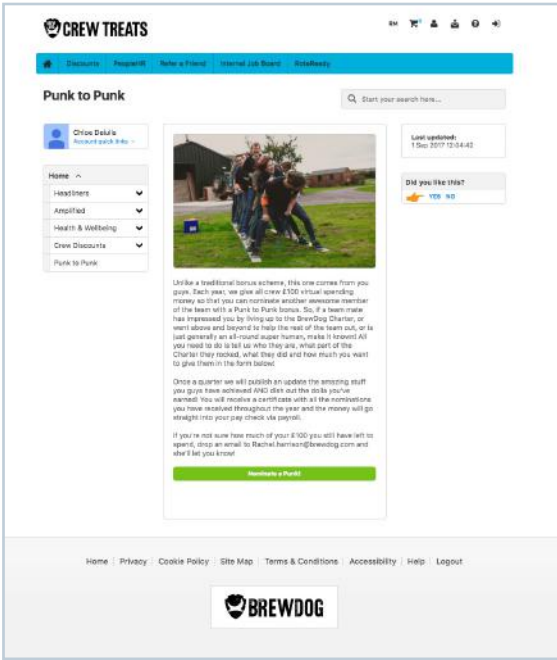
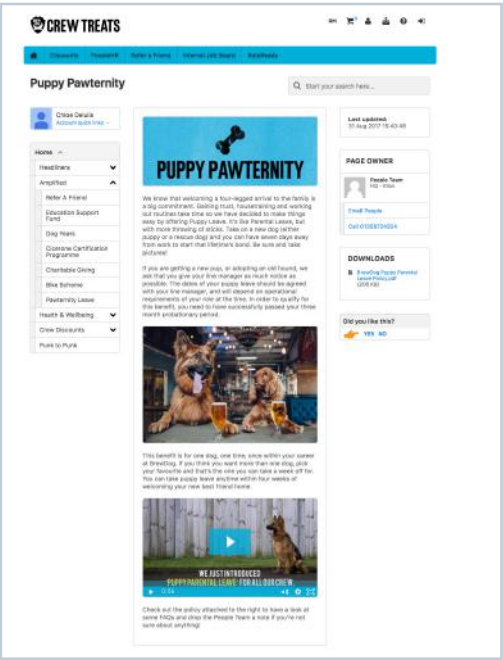
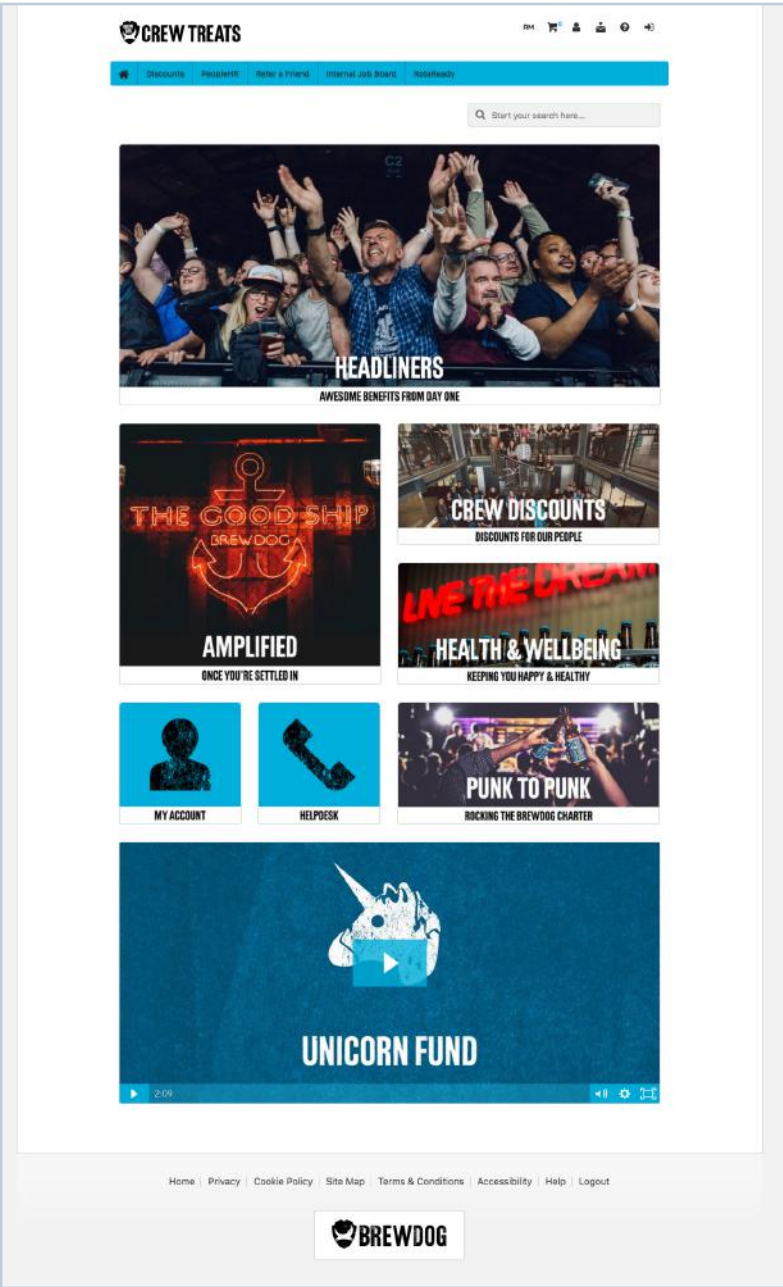
# Making Your Culture Part of Your Employee Value Proposition





Culture is closely aligned to your Employee Value Proposition, or EVP. An EVP is what makes your organisation an attractive place to work, and it includes everything from salary to benefits to the coffee in the break room. Your EVP is what you portray to candidates when recruiting new talent, and what keeps your best workers from leaving.

Your culture is intrinsically linked to your EVP – it’s what makes one company different than the one down the street.



**Brewdog**, a brewery and pub chain, uses its engagement hub to showcase a fun-loving, people-centric culture with focus on innovative employee benefits like the Unicorn Fund, “pawternity” and simple access to other engagement initiatives like employee health and wellbeing, and employee discounts.



# How to include culture in your recruiting process

When recruiting new candidates, continually think about your company culture and corporate values and make it a significant part of the recruiting process.

Start by giving your candidates context. Frame your questions around your company's values to see if they're a good fit. Don't fire off questions like "What's your favorite value?" without first taking time to explain them. For example, "Tell me a time when you had a crazy idea, and how you convinced your boss to try it out" is a better way of asking, "How do you push the boundaries?"

You should also get used to talking in values with your hiring managers. Ask them "What is the most important value

for this role?" For instance, in a customer service role, the value "Delight your customers" might be the most important as you want someone who will put the customer first, always. For some inspiration, here's a look at our own eight values:

 <b>Delight your customers</b>	 <b>Work hard</b>	 <b>Think global</b>	 <b>Love your job</b>
 <b>Be human</b>	 <b>Speak up</b>	 <b>Own it</b>	 <b>Push the boundaries</b>

# How to showcase culture on your careers site

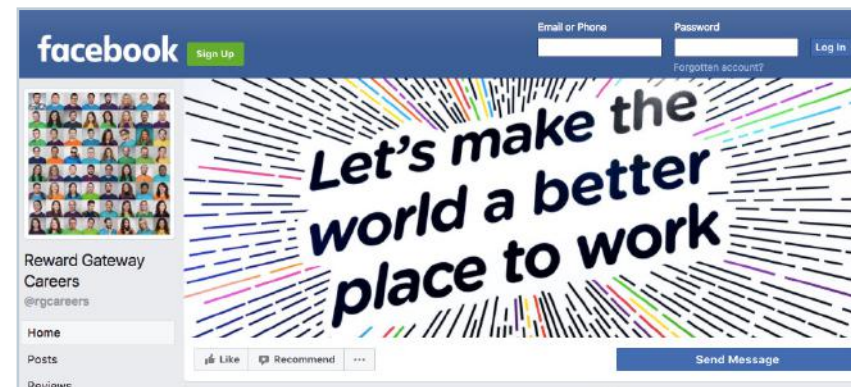
Before a candidate or potential employee gets to know your EVP, they will likely be viewing your careers webpage. It's important to get it right.

Create a dedicated culture section on your careers site that represents the type of people who make up the organisation, what you're looking for in an employee and the attitude that comes with that. If a candidate can feel what it would be like to work at your organisation just from your careers site, then you're halfway to finding the best talent for you.

Let your employees deliver the message and be your voice. It's much easier to connect and identify with an organisation when you hear from the real people who work there and who you may be working

with. Include videos, pictures and articles starring or written by your employees, that tell their story within the company, what they like best, why they enjoy working there and what their journey has been.

Don't forget about your social channels as well. Use Facebook and Instagram to highlight your culture and introduce an insider look at what makes your company special.



Visit <https://www.facebook.com/rgcareers> to see how our recruiting team shows off our culture to candidates.



## Build Your Employer Brand

A brand is a visual representation of your organisation. Your employer brand, the creative elements that appear on all your internal communications, should represent your company values. When you create communication pieces, be sure to use branding and design elements that reflect your culture.

Use colors and shapes that speak to your workforce. For example, if your culture is down-to-business and traditional, use design elements that are elegant and simple. If your culture leans toward fun and exciting, use design elements with curving lines and lots of colour.

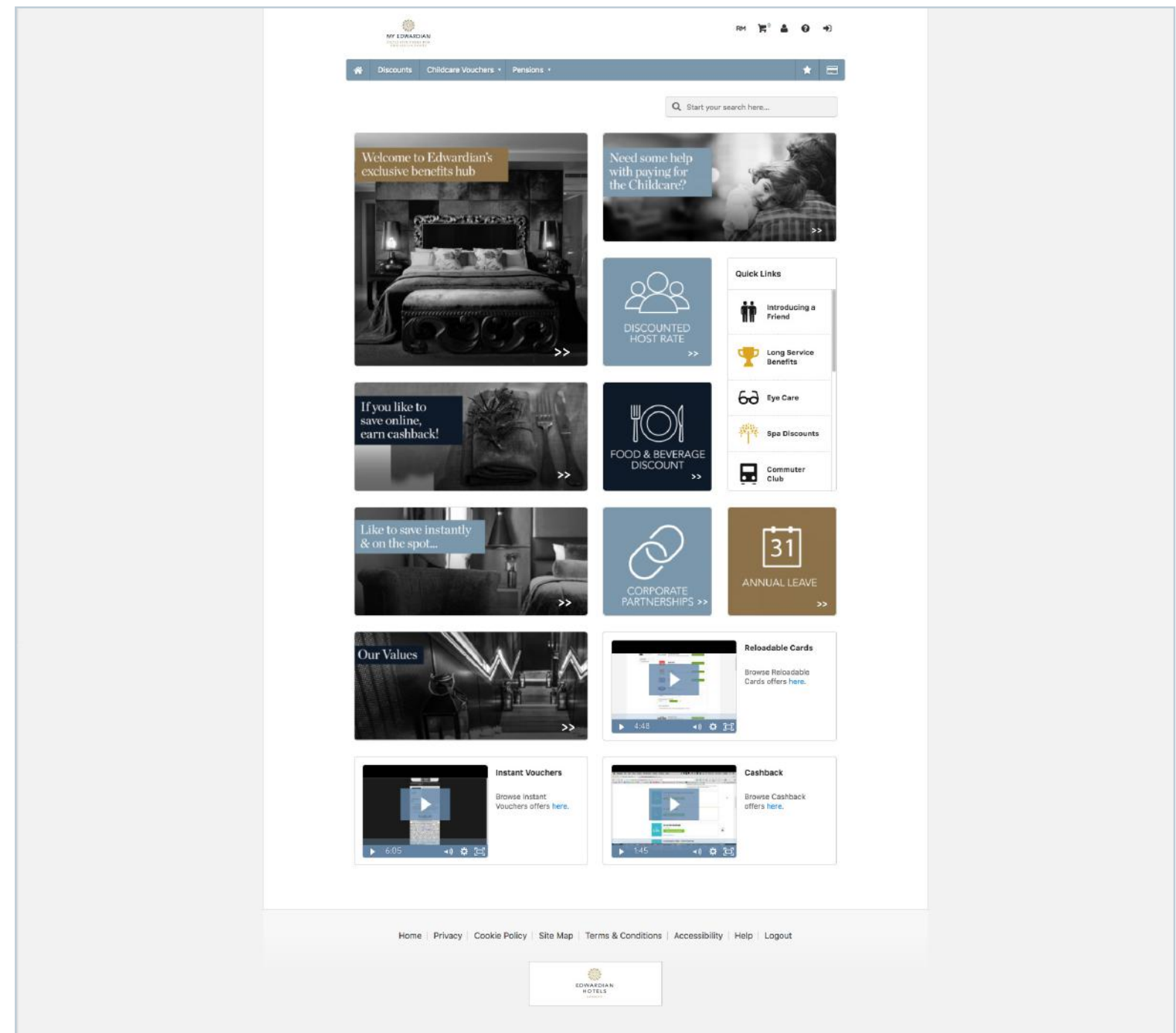
# Bringing Your Culture into Internal Communications



Internal communications, all those notices we send to employees about new company policies or instructions about how to introduce guests to the building, have a reputation for being a bit dull. But they don't have to be. There are tons of ways to make your internal communications more enjoyable, but one way that really stands out is to showcase your company culture in them. Aim to include your company culture in every piece of internal communication that you do.

### Let's explore a few ways to do that ...

**Edwardian Hotels**, a luxury hotel group, uses its engagement hub to hone in on its three core values as an extension of the organisation's internal brand, incorporating iconography and lifestyle imagery to mirror the perception of their guests, immersive in a luxurious environment.





## 1. Celebrate Your Values with Special Events

Your employees should always keep values top of mind, which is easier to do if you celebrate them, and celebrate them often! Showcase one of your company's values by spotlighting it within the company newsletter, on the company intranet, in email reminders, and on posters or placards you post around the office. Describe why the value is important and encourage employees to participate with examples of when they've seen that value in action. You could even host a contest to reward the most memorable examples.



## 2. Create Icons for Each of Your Values

One easy way to remind people of your values is to fill your internal communications with hidden nudges in the form of memorable icons. When people see them, they'll begin to associate the stories you tell them with your values. For example, one of our values at Reward Gateway is "Love your job," and we use a red heart inside a circle to represent that value. If you don't have a design team to help you come up with unique icons, there are loads of free ones you can find on the internet.

SmartHub<sup>®</sup>, our employee engagement platform, can be tailored to reflect your culture,

brand and values. You can assemble a beautiful engagement experience in minutes that features the things that are important to you.



## 3. Let People Express Themselves

One way to get to know the people behind the employees is to give workers a platform to introduce themselves and talk about what they do outside of work to form greater connections across employees in different teams, geographies or demographics to improve collaboration. You can start a blog on your engagement platform or dedicate a portion of your employee newsletter to your people, and ask a different person each week to write something



about themselves that the rest of the office may not know about.

We like to ask our new starters to share three fun facts before their first day so we can introduce them to the rest of the company. From sharing their favourite band to their personal mantra, give your employees an opportunity to find commonalities outside of “Where do you work?”



## 4. Provide Opportunities for Feedback

Communication is not just a one-way street. Remember that building a great culture is often accomplished by listening to the voice of your workforce, but they

can't express that voice unless you provide places and tools to do so. Be sure to build feedback into your communication platform and encourage employees to speak up about the policies and initiatives you're sharing with them. Build an employee forum, add comments, include a feedback mailbox in all your messaging and continue to build open and honest communications from the top down.



## It's All About Your Tone

Tone is the attitude or mood that a piece of writing reflects. It can be fun, serious, optimistic, technical, or any other number of moods. It's important that the tone of all your internal communications reflect your company culture. You do this in the words you choose to use and how sentences are arranged. Some examples:

**If your culture is fun and energetic,** use a lot of exclamatory words and short, fragmented sentences. You might even throw in an emoji or meme here or there.

**If your employees fall within a wide range of demographics** (baby boomers working alongside millennials or larger, global offices for example) make sure you're not isolating any one demographic by making a lot of jokes that are pop-culture or geo-specific.

**If your culture is human and customer-focused,** use conversational language, avoid using jargon, and use simple words like “launch” in place of “implement.”

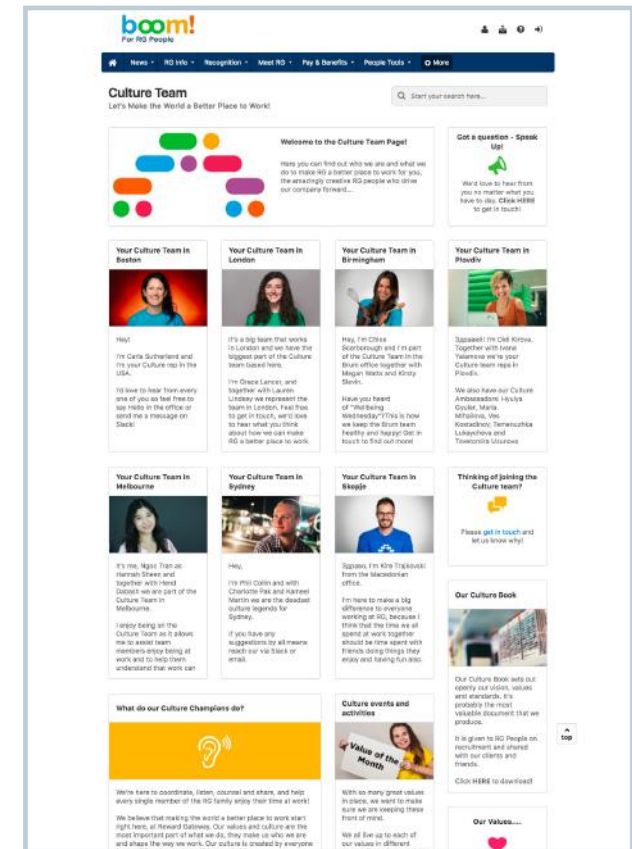
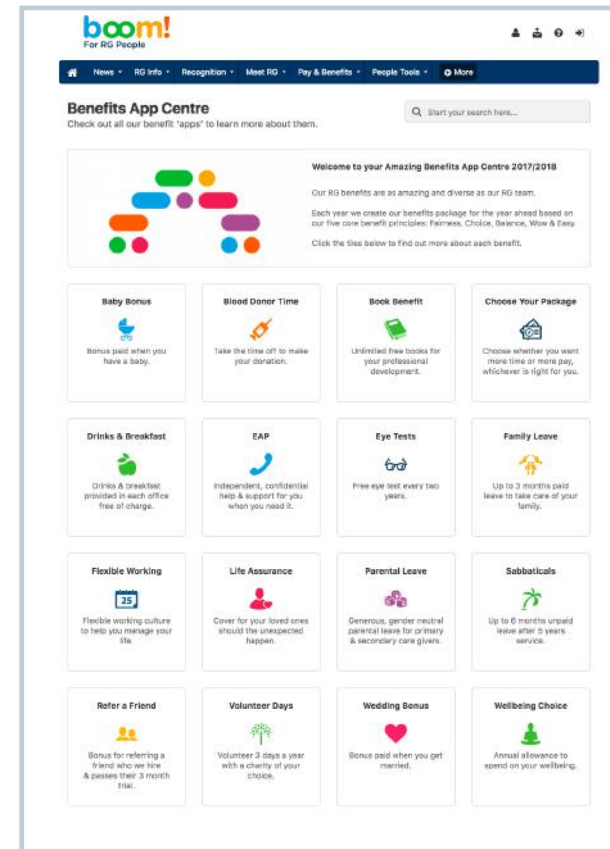
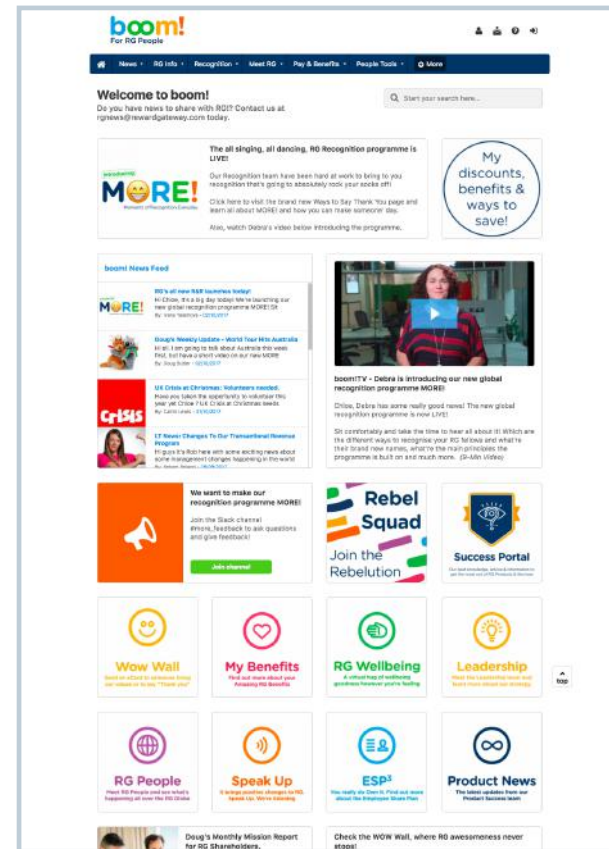
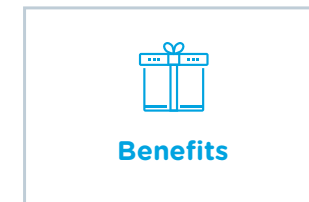
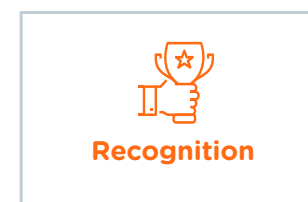
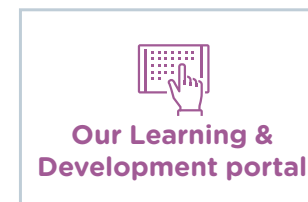
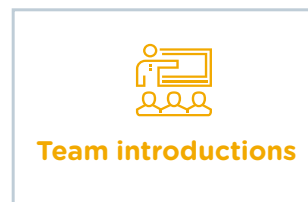
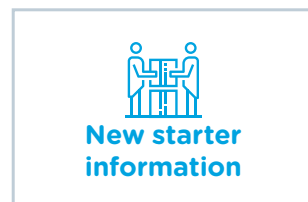
# Meet boom!



boom! is Reward Gateway’s internal communications platform, built on the company’s SmartHub® technology. We’d like to think we’re a fun, happy place to work, so its exclamatory name, colourful design palette and festive tone reflect our culture.

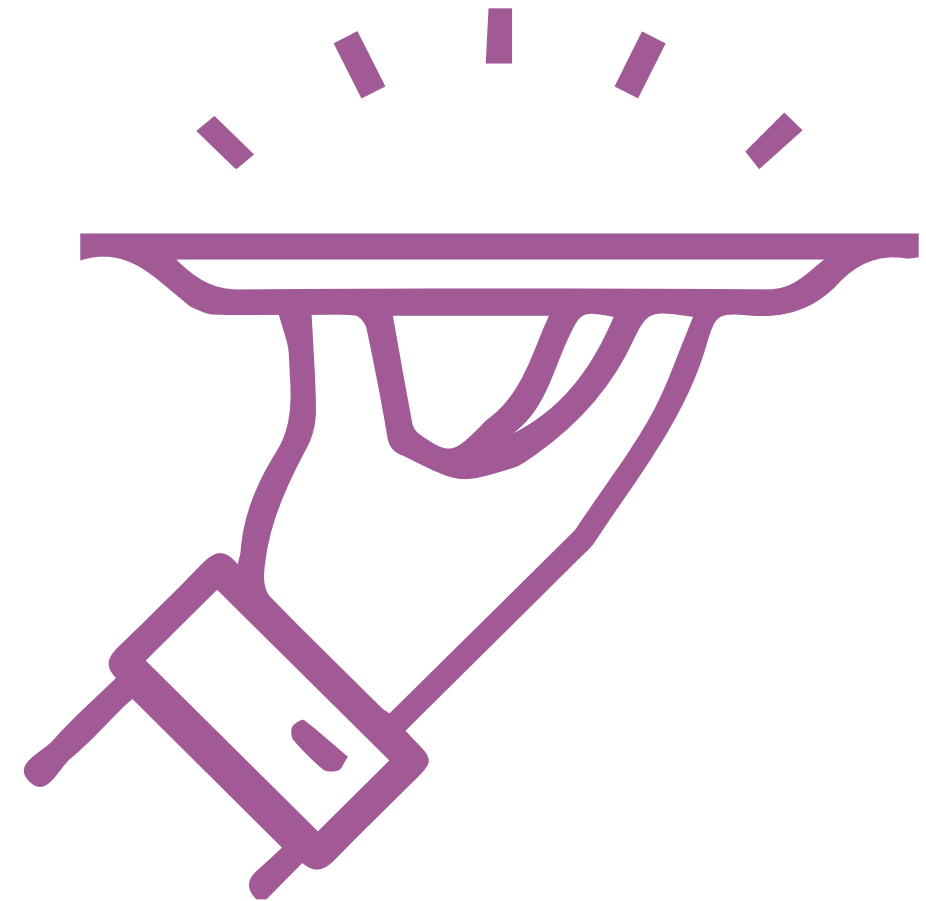
We make sure to include our culture in all of the content we publish in boom!, like spotlights on our people living out our values, or even videos of coworkers performing karaoke. A platform exactly like ours won’t work for every culture, but you can develop one with your own tone, design and content that matches your company culture.

**boom! is constantly changing, but it always includes:**



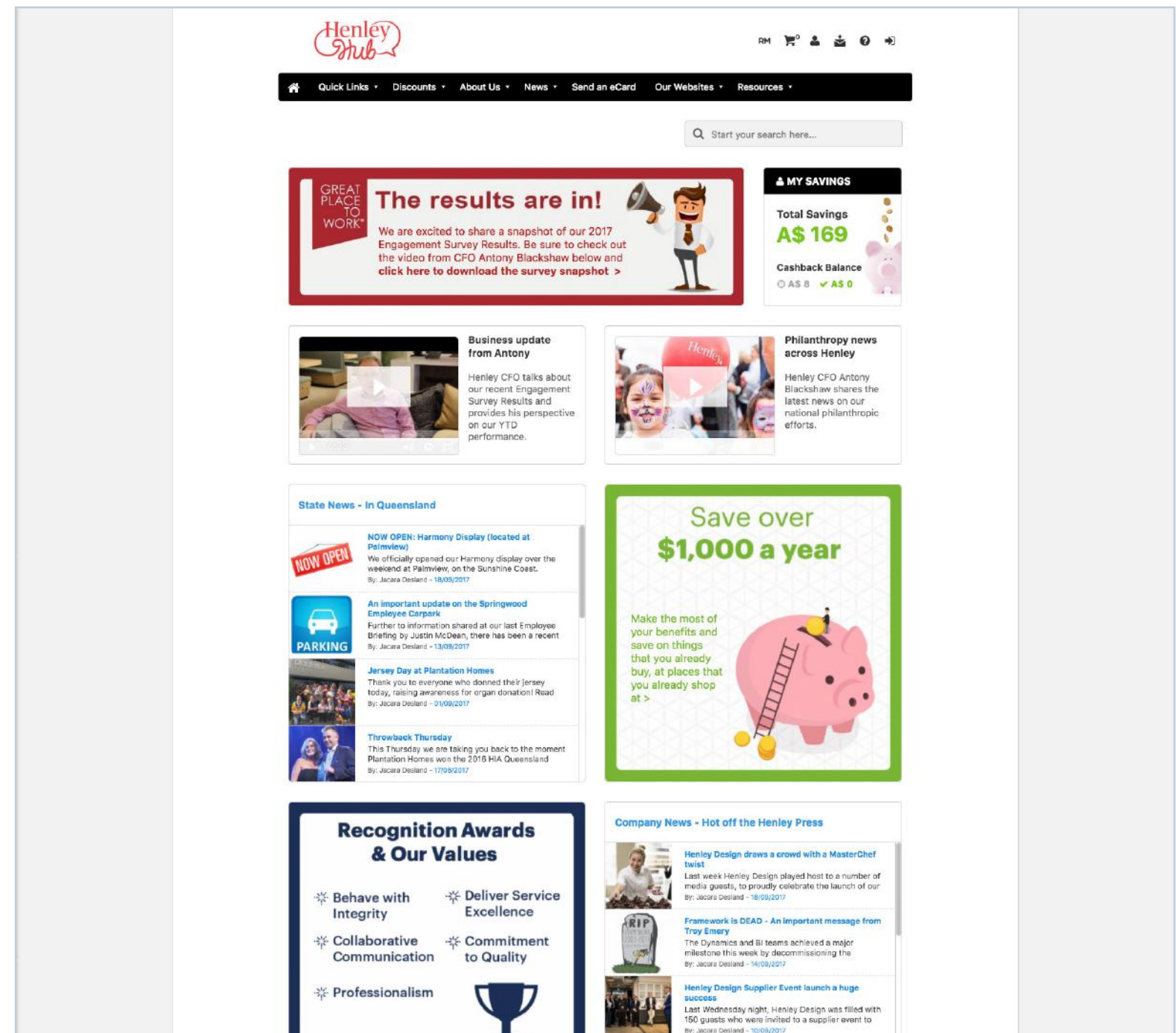


# Introducing Your Culture During Induction



How you engage with new hires during the first few weeks of their employment can shape their impression of the organisation for years to come. You want to make a strong first impression that educates them about the organisation, introduces them to their role, and embeds them into the company culture right from the start.

**Henley** showcases its “company blueprint,” values and vision through a clearly-defined section on its hub among more company background such as introductions to the Leadership Team, different business brands and more to connect employees throughout the organisation to its core mission, values and people.





## 1. Make Induction Values Driven

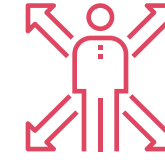
Your company values are an integral part of every employee's experience and set the tone for how employees engage with the organisation.

Introduce your culture to new hires by spotlighting a new value each day of the induction period, and make sure you're giving employees access to company content right from the beginning. The moment a new hire starts at Reward Gateway, they receive a full introduction to boom!, our internal communications platform, and how to navigate, as well as a deep-dive into each and every one of our values and how it plays out in our workplace.



## 2. Foster Collaboration

Culture improves as a result of employees working together collaboratively to march toward the same goals, and you can lay the groundwork for that by making induction a group activity. Put new hires in teams or group them in pairs. They'll share their experience with someone going through the same thing they are and feel like part of a group right away.



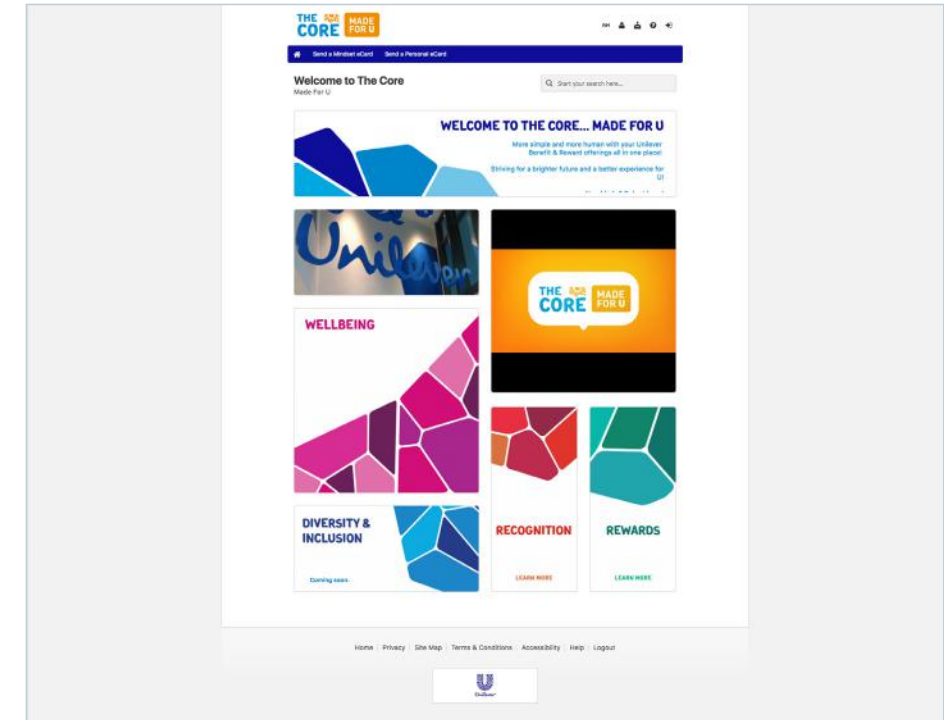
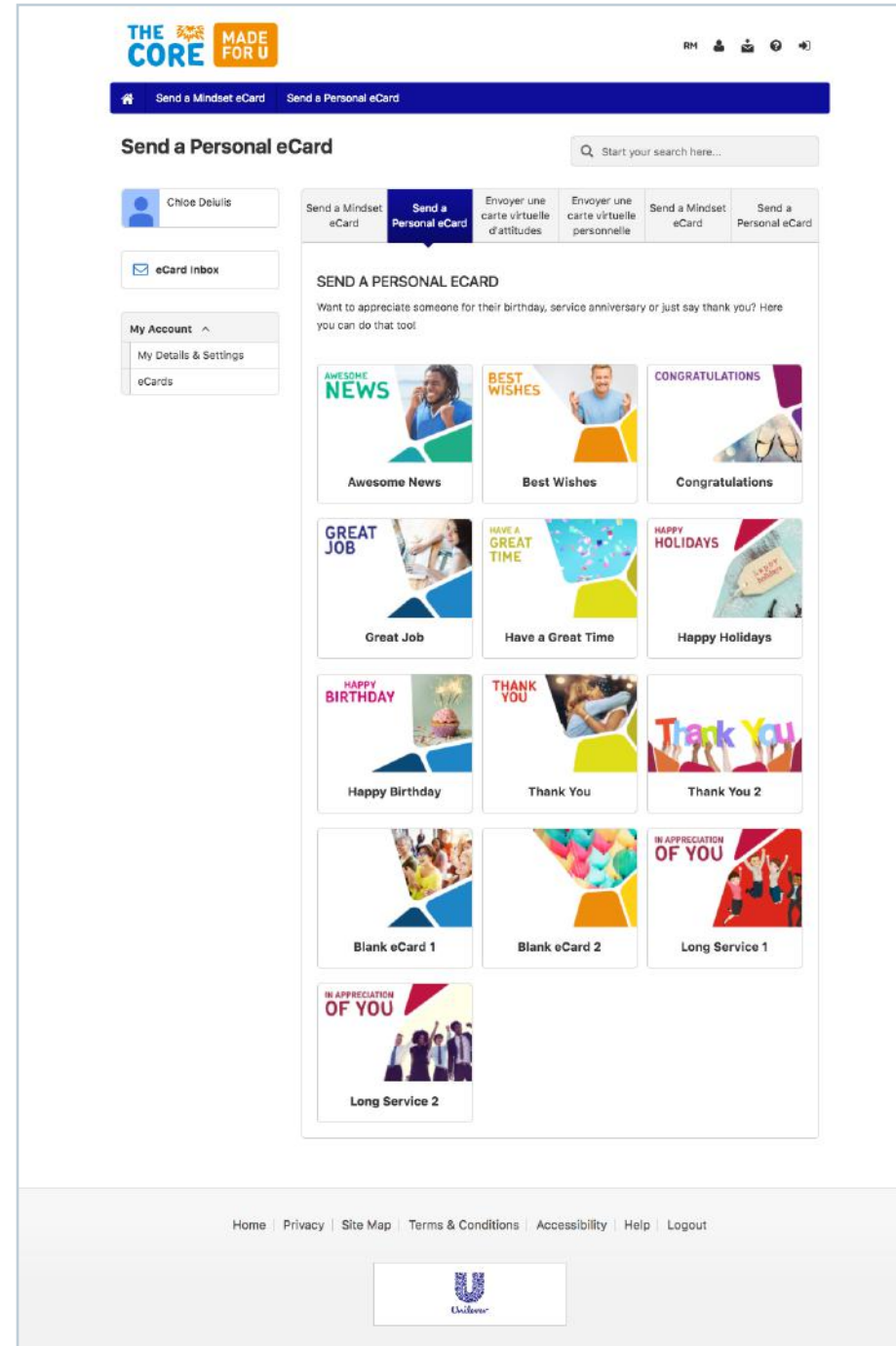
## 3. Encourage Interaction

Like all of your other training programmes, induction should encourage interaction. Invite new hires to ask questions and start discussions during induction and they'll become more accustomed to doing so during their employment. If big presentations are too formal, or too difficult to arrange, lunches and social events during induction are a great way to foster interaction between new hires and your existing workforce. Participants can widen their contacts and get to know one another's personalities outside the work environment.



## 4. Have Fun

Induction likely involves documents, presentations, org charts and other important materials to introduce new hires to the organisation. But it doesn't have to be serious all the time. If the culture you pitch to prospective candidates is a workplace that employees will enjoy coming into every day, you need to make induction just as enjoyable. Mix creative tools and items into the materials you present at induction, and use this opportunity to present your culture to new starters in a memorable, impactful way. (Pro tip: Host these documents on your internal platform for easy access for new hires, that way they're embedded in your communications tools from the start as well!)



**Unilever**, a transnational consumer goods company, brings its iconic brand look and feel into its engagement hub “the Core” both through its eCards and other parts of the hub. The eCards are further aligned to break down into “Mindset” and “Personal” to bring values into the recognition programme and keep employees working toward — and recognising — the same initiatives.

# Making Recognition a Part of Your Company Culture





Employee recognition programmes have many benefits, from reducing turnover to increasing productivity and boosting company morale. But one of the top ways an employee recognition helps increase employee engagement is by embedding your values and culture into a programme that your teams will take part in time and time again. Celebrating a win by connecting it to a value is an easy (and somewhat sneaky) way to drive home your culture and core values in moments of recognition. Here are a few ways to make your culture shine in your recognition programmes:



## 1. Design programmes around your values

eCards are a simple way for colleagues to say “thank you,” “congratulations,” “well done” and much more. You can make your peer-to-peer recognition programme culture-driven by creating eCards for each of your company values. For example, at Reward Gateway one of our values is “Push the Boundaries.” If someone really raises the bar on a project they’re working on, we have an eCard that their colleagues can send them recognising their innovative spirit.



### eCards: Peer-to-peer recognition made easy

Customised eCards are part of Reward Gateway’s suite of employee recognition products. You can work with our design team to create branded eCards unique to your company values. Employees can send an eCard to any of their colleagues, for reasons you choose. Here’s a look at Reward Gateway’s, which demonstrate our values:





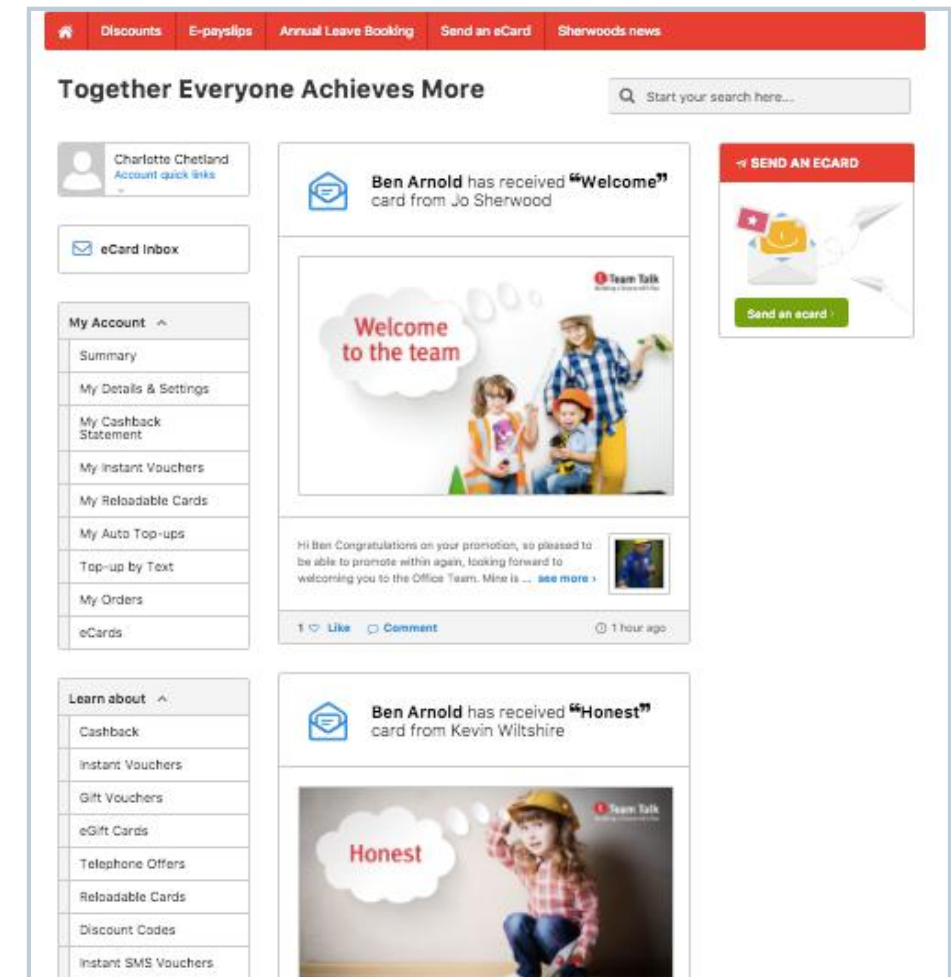
## 2. Reward Strategically

Reward programmes are another great way to show appreciation for your employees, but before you start throwing all sorts of gifts and bonuses at your employees, think of ways to use them to showcase culture. If you have a young, spirited workforce, rewarding them for a job well done could be as simple as hosting a pizza and beer party. Or if your culture is made up of new and busy parents, host a contest that rewards the biggest contributor with a paid day off to relax.



## 3. Make Recognition Social

Your employees are already on social networks that have social feeds, commenting capabilities and the ability to “like,” so why not add recognition programmes to social media? Make eCards visible to all, and post recognition messages on the company Facebook page or in Slack channels. When you display recognition publicly for the entire workforce to see, it helps connect people, reinforces teamwork and encourages more frequent recognition.



**Sherwoods**, a building services organisation, takes recognition to a new level with its T.E.A.M. wall (Together, Everyone Achieves More) so all employees can publicly celebrate achievements and interact with moments of recognition.





## 4. Build a Culture Wall

There's no better way to show off your company's culture than with vivid photos and visuals of your people. Designate a wall in your office space as the "Wall of Fame" and fill it with photos of your employees working hard, celebrating their achievements, and enjoying life at work. If a physical wall isn't feasible, maintain a digital space on your engagement platform or on your company's social media.





**Our employee engagement products are powered by a centralised hub tailored to your organisation, connecting your employees to your brand, vision and goals through a variety of employee engagement tools.**

If you're interested in learning about any of Reward Gateway's employee engagement products to help attract, engage and retain your people, we'd love to help you get started.

**Get in touch:**

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# Conclusion

I hope this eBook has given you some new ideas of ways to feature your company culture in everything you do, from induction to reward and recognition programmes. Remember that culture is defined by your people who live your values, so the more places your culture can shine, the better.

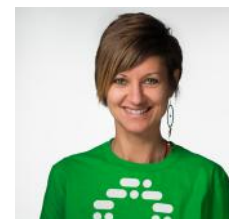
Reward Gateway can help you showcase your culture in a way that works for your people via an integrated employee engagement platform, SmartHub®. Our all-in-one solution includes employee communications, employee recognition, employee benefits and wellbeing plus access to market-leading employee discounts. It's completely customisable to allow you to demonstrate what matters most to you.

If you're interested in learning more about SmartHub® or any of Reward Gateway's other

employee engagement products to attract, retain and engage your people, please get in touch. We'd love to help you shine a spotlight on your culture.

For more advice about company culture and internal communications, you can always find me on the Reward Gateway blog of engagement experts.

Have a great and culture-rich day,



**Didi Kirova**

Head of Learning & People Experience

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