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Personnel Consulting Group

Creating a Positive Workplace Culture

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What are we covering today?

- ❖ Understand how employee retention is tied to culture
- ❖ Learn what to ask ourselves in order to help form and be deliberate in the establishment of culture
- ❖ Discuss strategies for maintaining that culture

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ABOUT THE PERSONNEL CONSULTING GROUP

- ❖ Oldest Louisiana Based Executive Search Firm
- ❖ Recruiters that specialize in the industries of
 - ❖ Accounting
 - ❖ Tech
 - ❖ Engineering
 - ❖ HR & Administrative, and Contract Staffing
- ❖ National Reach via network of boutique agencies

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Why Is Culture So Important?

- ❖ Undergraduate population in Accounting is finally recovering to precovid levels, but not yet in the work force.
- ❖ Remote employment: Staying here but working “there” for an out of state company.
- ❖ Per recent US BLS general national unemployment rate is **4.2%**, in line with **4.1%** earlier this year-Still very low!
- ❖ Employees have options!



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The pipeline of future accountants is improving... but how do we retain team members in the here and now?



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What's Top of Mind for Today's Workforce

(2022 Gallup Pole of 13,085)

1. Significant increase in Income or Benefits

- 2015: 41% “Very Important”
- 2022: **64%** “Very Important”
(56% increase)
- 2029: ??



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What's Top of Mind for Today's Workforce

2. Greater Work life Balance and Better Personal Wellbeing

➤ 2015: 53% "Very Important"

➤ 2022: 61% "Very Important"
(15% increase)



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What's Top of Mind for Today's Workforce

3. The Ability to Do What They Do Best

➤ 2022: 58% "Very Important"



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What's Top of Mind for Today's Workforce*

4. Greater Stability and Job Security

➤ 2022: 53% "Very Important"

*National Gallup Poll 2022
(13,085 employees surveyed)



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RETENTION

- ❖ Remember the top 4 reasons people are looking:
 - Income and benefits
 - Work-life balance and personal well-being
 - Ability to do what they do best
 - Greater stability and job security
- ❖ All 4 reasons above are connected to culture. Include shades of this into your plan!



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Culture & First Impressions

What do you look like to the outside world (and to your inside world)? This is something potential employees will see and set the tone for culture

- Website presence (Facebook, LinkedIn, etc.)
- Reviews (Get them!)
- Presence in the marketplace (Branding)
- Offices (appearance/technology/support)



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BUILDING CULTURE THROUGH KNOWING WHO YOU ARE

- ❖ What differentiates your department or team?
 - Compared to other departments within your org and compared to accounting departments at other orgs
- ❖ What are your strategic departmental goals?
 - ❖ New or exciting transactional exposure?
 - ❖ New software implementation or exposure?
 - ❖ Are you communicating these well to your team?
- ❖ Are you providing regular feedback to your team?
 - ❖ Be transparent about promotion opportunity
 - ❖ Foster 2-way communication



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LEADERSHIP STRATEGY

- ❖ **Be comfortable with your team reflecting your reality**
 - High-growth vs stable
- ❖ **Have Department Mission Statement**
 - ❖ Encourage buy-in from team members
- ❖ **Be a leader you would want to follow!**
 - ❖ Understand your areas for growth as a manager and work to improve those:
 - ❖ Approachability, perceptive, communicative, reasonable



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LEADERSHIP STRATEGY

- ❖ **Put yourself in the shoes of others**
 - ❖ What were you thinking at earlier points in your career?
 - ❖ Learn from what other team members have reported experiencing.
 - ❖ Factor in the relative “leverage” employees have now compared to in the past.
- ❖ **Treat team members consistently**
- ❖ **Don't compromise on the non-negotiables!**



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Culture & Hiring

Get Buy-In From New Hires

- Succinctly communicate what you will owe to them as a team member and also what their obligations are to the team if they join.
- Be transparent about the qualities you expect them to exude and give some concrete examples when possible.
- Get them to sign off on accepting this in addition to their offer letter.
- This allows you to go back to them in the event they don't hold up to their end of the commitment and also requires you to be accountable to your commitment.



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GOT QUESTIONS?

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