

# Remote Work and Company Culture



**T**he remote work revolution started with one person and one laptop. It was a thing. It's still a thing. But it didn't start that way. Remember back when everyone considered working from home a fad? Think back to when remote work was just an idea that many organizations shrugged off as a poor idea. Years later, we're here, and its impacts on culture are profound and not likely to run off anytime soon, or maybe ever.

Over the last two years, many companies were forced to adopt either a hybrid or a fully remote work structure. What had been an outlier has now become a regular part of most organizations. In some cases, the experience has been better than imagined. In others, it has become a source of constant problems.

One of the major challenges is how to maintain and promote corporate culture when some or much of the workforce is no longer in the building. Excel Partners understands this challenge and the specific types of concerns that our partners face:

- How to build and nurture the types of bonds that establish culture.
- How to onboard new employees when those employees do not begin their assignments in the office.
- How to manage company culture when the daily interactions and rituals in the office suddenly become extinct.

It's not as if the company's culture will suddenly disappear in a remote/hybrid work context. Cultural beliefs and norms are still being created and sustained. The issue is that they are no longer guided by the systems and routines that are a normal part of the work environment. They are much more dynamic and subject to influence from outside forces.

## LEADERS MUST OWN THE NEW CULTURE

The organization's leaders must first determine the type of culture they want, then communicate it clearly, and finally, model behaviors and values that represent the new culture. Implementing a meaningful culture strategy makes the workplace feel more connected and, overall, more "human."

Successful leaders will continue to include the remote portion of the workforce, so they feel informed and relevant. Check in with them often, on both project specific topics as well as more general topics. Try to emulate the experiences and interactions they would have in the physical workplace. The overall goal should be for the company culture to be evenly distributed and experienced across those who are working in the building and those who are not.

## CAPTURE THE BENEFITS OF REMOTE WORK

Data shows that remote work options provide unique benefits for companies. It opens the door to a much wider range of talent while reducing fixed real estate costs. It also tends to increase the overall operating efficiency of the organization.

The organizations who can successfully capitalize on these benefits in a way that is sustainable will be the ones who master the art of managing culture in a hybrid environment. At Excel Partners, our team has expertise in methods of operation, organizational structure, and culture. We are focused on making the right connections for you, and it's our passion to see our partners succeed.