



THE 6 PILLAR BRAND AUDIT

CULTURE

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YOU SCORED LOWEST IN CULTURE.

Organizational culture is the collection of values, expectations, attitudes, behaviors and practices that guide and inform the actions of all team members. It dictates how people feel at work.

Companies with a positive culture are known to support diversity, feedback, growth and development policies. They are also much more successful at retaining talent.

More difficult than defining culture however, is creating culture. What values does your company live so consistently that they have shaped the way it is viewed? With the record high labour shortage issues we have experienced, ask yourself how often you check-in with employees, ask for feedback, welcome change, support development, or celebrate wins.



QUICK WINS!

- Find more reasons to acknowledge employees
- Begin meetings with positive announcements or good news
- Celebrate birthdays – always!
- Stay in touch with employees who have left the organization
- Smile more often