

BUILDING A WORLD-CLASS CULTURE

The Ultimate Guide



Well done team!



workvivo
by zoom



Many companies find that their culture develops almost by accident, but the most successful ones intentionally shape theirs.



The importance of digital solutions within your culture has never been more critical. But fear not; here's everything you need to know about how to build a world-class culture.



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01.

INTRODUCTION

Culture is at the center of everything — from team engagement to how customers view your brand. Whether your team consists of five people or five thousand, it should be the foundation of everything you do.

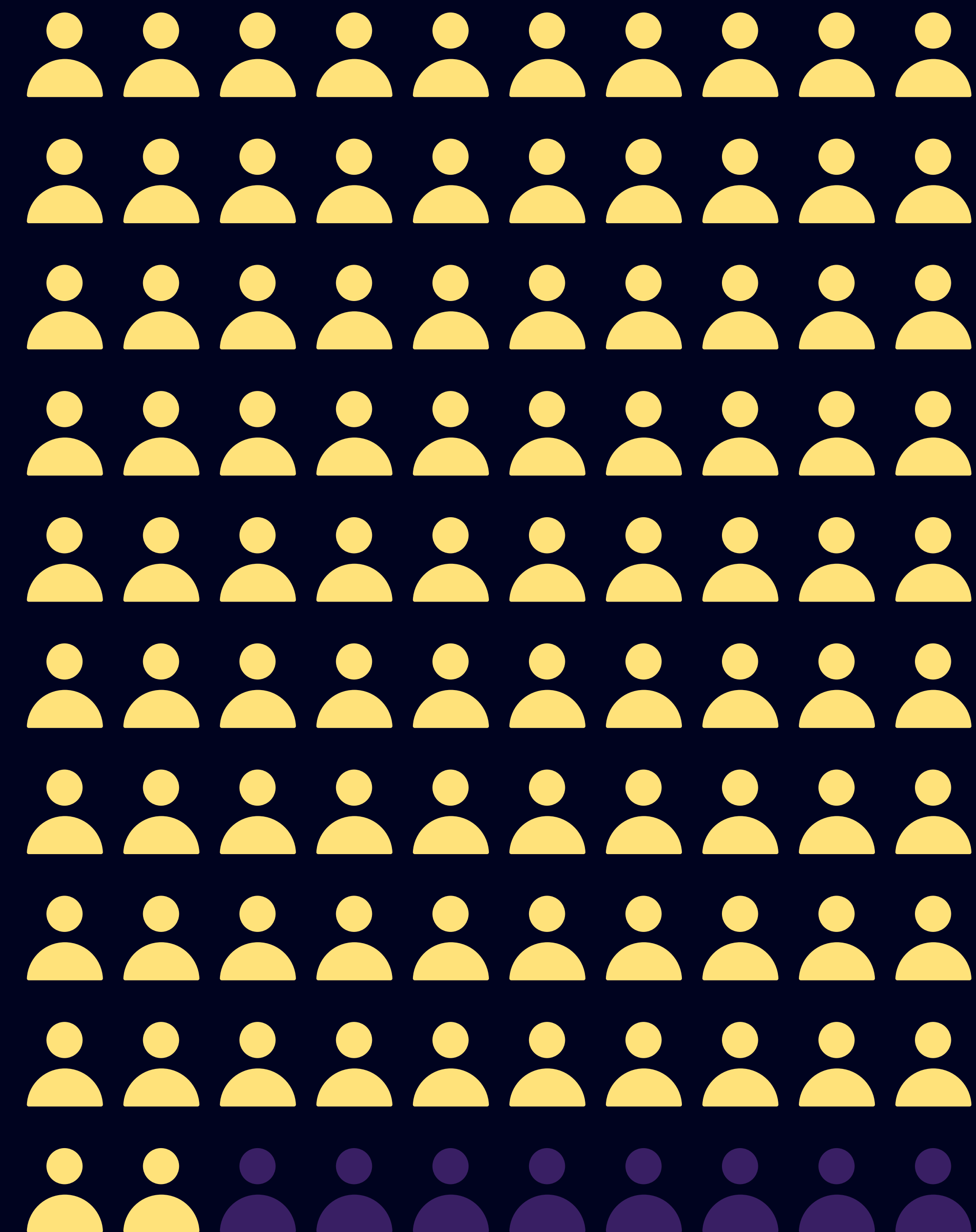
And in today's workplace, refining your culture could be your best defense against a second wave of the 'Great Resignation'. A [recent study](#) shows that 56% of workers want a new job in 2025 — and 92% say company culture is a top priority in their next role.

The challenge? Only 2 in 10 employees strongly agree that they feel connected to their workplace culture, according to [Gallup's Global Indicator](#).

So, the question is can you afford to treat culture as an afterthought when it plays such an important role in keeping your team committed and your business competitive?

92%

of workers say company culture is a top priority in their next role



02.

WHAT IS COMPANY CULTURE?

Company culture is the **shared values and beliefs** that shape how an organization operates.

These values are defined and then put into action through company practices and employee actions.

Culture doesn't follow a strict rulebook. It's often communicated implicitly and expressed through:



Leadership style



Ethics standards and core mission



Workplace environment

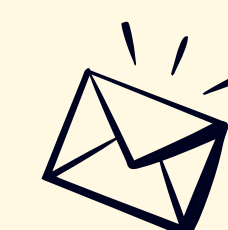


Team goals and expectations



Happy to help! 

Despite its subtle nature, culture is woven into the fabric of every company. It becomes visible to everyone – new hires, long-time employees, customers, and stakeholders – whether you define it intentionally or not.



Read on to discover how employees, managers, and workplaces impact cultures.





EMPLOYEE IMPACT ON CULTURE

Every employee helps define your culture through their work, mindset, and interactions with colleagues, projects, and customers.

That's what makes company culture so fascinating; **it's dynamic by nature**. It grows and shifts with every team contribution, evolving with your business and its goals.

And because culture lives and breathes through your people, hiring those who actively want to influence it (and stand behind it) is how you keep it strong.



MANAGERIAL IMPACT ON CULTURE

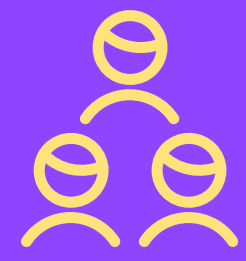
The company structure is another important factor. Some organizations follow a **rigid hierarchy**, with well-defined roles and responsibilities. Others adopt a **team-driven model**, where roles blend, and leadership is more flexible.

Each structure has its strengths and limitations, but they all affect culture in distinct ways. That said, regardless of style, managers have a direct and lasting impact as they can:

- ✓ Promote a healthy work-life balance
- ✓ Reinforce cultural values through everyday actions
- ✓ Act as role models who bring the company's purpose to life

While high-performing organizations often share cultural strengths, there's no one-size-fits-all leadership style. What matters most is that leaders support and reflect the culture they want to grow.

In fact, employees who strongly believe their leaders are committed to cultural principles are **9.8 times more likely to rate the culture as excellent**, [according to Gallup](#).



WORKPLACE IMPACT ON CULTURE

Whether it's an office, a factory, or a remote setup, the environment in which your employees work is where **your company's values are expressed, experienced, and reinforced.**

As remote work becomes more common, many organizations have had to rethink how their culture translates beyond physical walls. Some struggled to adapt, especially those with rigid, office-first models. Others discovered that strong cultures can thrive anywhere, even with fully remote teams. Either way, the working environment will:

- ✓ Shape your overall company culture
- ✓ Attract and retain top talent
- ✓ Influence productivity and engagement

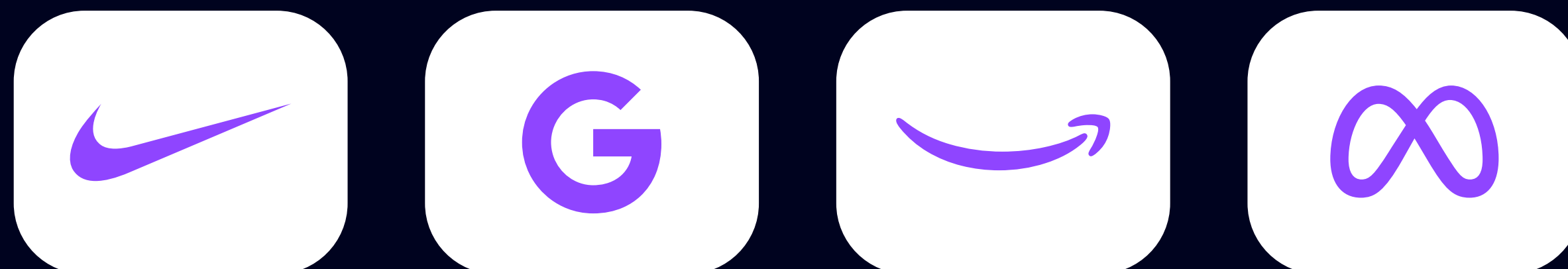
Plus, during times of disruption, having a steady and psychologically safe workplace becomes even more critical. Culture is a non-negotiable when it comes to keeping colleagues connected as they face change.



03.

COMPANY CULTURE IN ACTION

Once you know what to look for, spotting culture in action becomes second nature. The following companies all have distinct identities, and their cultures are a major aspect of what sets them apart:



Each one operates differently, yet they share cultural traits that push them ahead of the competition.

Nike prioritizes teamwork over individual recognition – an approach mirrored by **Amazon**, which blends tech innovation with operational discipline across its warehouses and logistics.

Google fosters an environment designed for experimentation, where creativity meets data-driven insight. Meanwhile, **Meta** puts community at the center of its culture, guiding its products and teams.



Workvivo's company culture

At Workvivo, we've built a culture we're proud of – carefully crafted to support how we work and empower others to do the same.

We promote a culture where everyone is motivated and proud to be a part of the team. It's our superpower, and we protect it ferociously.

We also do everything we can to help each other and our customers. We challenge each other to be better and believe there is something brilliant about every member of our team.

We believe we can achieve anything, particularly when we bring our true selves to work and encourage our colleagues to do the same.



04.

WHY IS COMPANY CULTURE SO IMPORTANT?

Great cultures don't emerge as a byproduct of success — they make success possible.

Across industries, the world's top CEOs invest considerable time and effort in crafting their culture.

Culture anchors your company's voice and actions. Without it, teams lack clarity on how to approach decisions, projects, and even customer interactions.



And when it comes to performance, it pays off. Companies led by CEOs who view culture as a **top-three driver of performance see more than double the revenue growth of their peers** — 9.1% vs. 4.4% over three years, according to [Heidrick & Struggles' report](#).

Company culture also improves the recruitment process. Without clear values, it's difficult to know if you're hiring the right people. But once you define what sets your business apart, identifying the best fit for each role becomes more straightforward.

At the recruitment stage, managers should ask themselves:

- ① Is this person aligned with our values?
- ② Are they a team player?
- ③ Will they lead by example?



Top candidates don't just chase high salaries. They stay where culture is visible and tangible:



Culture ranks among the **top three reasons people choose to stay** with their employer

(Mercer, [Global Talent Trends 2024–2025](#))

57%

of employees who rate their culture poorly say they're job hunting or preparing to leave

(SHRM, [State of Global Workplace Culture 2024](#))

4x

Organizations with strong mental health support — often culture-led — **see 4x higher retention**, and employees are 8x more likely to feel fulfilled at work

(The O.C. Tanner Institute, [Global Culture Report 2025](#))

Creating stellar products, delivering excellent service, and hiring top talent are only part of the equation. Real success stems from an environment where high-performing individuals align with your mission, choose to stay, and bring their best to the table every day.



05.

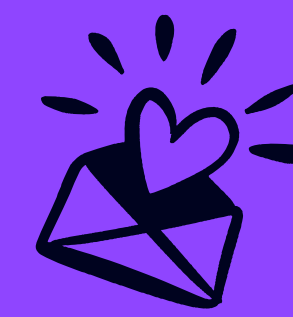
HOW CAN YOU AMPLIFY YOUR COMPANY CULTURE?

Culture isn't something you can outsource. **You have to build it from within**, shaped by your people and reinforced through everyday actions and shared values.

Everyone on your team plays a role in spreading your culture. That's why keeping workers connected to what's happening across the business is imperative. The more engaged they are, the more your company's DNA comes to life.

At Workvivo, **we create a space where employees can shine**. That might mean encouraging someone to launch a podcast, share content they're passionate about, or lead a project that reflects their strengths.

When you support your people, your culture grows stronger. And in any work environment, collaboration fuels healthier teams — and healthier cultures.



LEAD WITH EMPATHY

Empathy is crucial to fostering a culture where individuals feel motivated. **Yet 47% of employees cite a lack of empathetic leadership** as a top reason for wanting to leave their jobs (SHRM, [State of Global Workplace Culture 2024](#)).

The best organizations understand that their success hinges on the well-being of their staff, so they invest in keeping workers engaged and genuinely happy. There are many ways to embed empathy into your culture. One of the most effective? Providing opportunities for people to bond on a human level, including leadership. For example, team-building activities foster trust and a sense of belonging. They provide a space for employees to connect beyond work tasks. Plus, leadership presence turns these experiences from an HR initiative into a cultural norm.

Try mixing formal and informal ways to bring people together, such as:

- ✓ Collaborative team-building exercises
- ✓ Group excursions that break the routine
- ✓ Celebrations that recognize individual and team milestones





TRACK WHAT MATTERS

To keep a strong culture, you need to track the right signals, especially when it comes to team and customer engagement.

Companies that treat employees as true stakeholders often see higher success and stronger retention. [Gallup found](#) that highly engaged teams experience up to **51% less turnover** and deliver **23% higher profitability** than their less-engaged peers. People want to feel part of something meaningful, and measurement helps you understand whether your efforts are working. That said, **it's just as important not to overdo it**. The goal isn't to monitor but to listen.

You can sense the pulse of your teams without being invasive. Some of the most effective (and lightweight) options include:

- ✓ Pulse surveys
- ✓ One-on-one check-ins
- ✓ Team catch-up/team milestones

For remote or hybrid teams, traditional methods may not work as well. That's where modern tools come in to close those gaps and keep everyone aligned.



SHARE YOUR CHALLENGES

You hired everyone on your team for a reason. Yet in many workplaces, employees are left out of conversations around real business challenges.

That's a missed opportunity.

Companies that keep problems under wraps rarely unlock the full potential of their people. In contrast, teams that share setbacks as openly as successes foster a culture where new ideas can emerge, and progress becomes a shared goal. Transparency doesn't mean leaders need to disclose every detail. But it does mean **inviting people into the problem-solving process**. Show employees the whole picture to encourage ownership and contribution to the company's direction.



CELEBRATE EVERY WIN

Employee recognition fuels culture, but many organizations still aren't getting it right. According to our report, [The Frontline Gap](#), **49% of frontline workers feel they have a bigger impact than their office colleagues but aren't appreciated for it**. That disconnect can erode motivation and engagement.



And it's not just about saying thank you. Gallup's [The Human-Centered Workplace](#) report shows that high-impact recognition must meet five essential criteria. It should be:

- ✓ Fulfilling
- ✓ Personalized
- ✓ Authentic
- ✓ Equitable
- ✓ Deeply embedded in company culture

Yet more than half (55%) of U.S. employees either never receive validation or get feedback that fails to meet even one of these pillars.

The good news? **Recognition doesn't have to be expensive or complex.** Depending on your tools and team structure, some options include:

- ★ Structured recognition programs
- ★ Shout-outs in team updates or meetings
- ★ Digital success sharing via platforms like Workvivo

Celebrate wins at every level and make them visible. Feeling appreciated makes people more likely to go the extra mile and contribute to a culture where recognition is expected.



ENCOURAGE HEALTHY COMPETITION

Many companies see competition as an external factor, focusing on rivals or market share. But healthy internal competition can be just as valuable.

The key is to ensure this competition remains purposeful and never mean-spirited. Healthy competition is easy to spot, particularly when compared to a toxic alternative. **What does healthy competition look like?**

- ♥ Honest performance reviews that set future goals
- ♥ Recognition and rewards for high performers to encourage excellence
- ♥ Open conversations to identify weak spots and support improvement
- ♥ Constructive debate and respectful conflict that lead to better decisions

If you've assembled a team that fits your culture, these moments won't turn toxic. Instead, they'll fuel progress with sharper focus and a more motivated workforce.



CREATE A FEEDBACK LOOP

No single employee or manager can own the company culture — everyone co-creates it and reinforces it every day.

In other words, culture relies on collective effort. And in this case, it means you should always listen to everyone's ideas, questions, and concerns.

Start with some simple practices:

- ♥ **Ask for employee insights**
- ♥ **Adopt an open-door policy**
- ♥ **Promote transparency at every level**

Once you've gathered feedback, act on it. Use what you learn to guide meaningful changes and show people their voices matter.



ALIGN CONTENT WITH CULTURE

Every piece of content your company creates (internal or external) should reflect your goals and values. This alignment reinforces culture at every level and ensures it's not just talked about but actively lived.

Think about how your culture manifests in practice. For example:

- ① If someone visits your office, would they immediately get a sense of what your company stands for?
- ① Does your internal communication reflect who you are as a business?
- ① Is your public-facing content aligned with your core values?

If you can confidently answer yes to these, your culture is likely consistent and well-integrated. If not, then following our guidelines will help you get on track.



HARNESS NEW TECHNOLOGY

Technology plays a central role in shaping a culture. The shift to hybrid and remote work, accelerated by the pandemic, has permanently changed how teams communicate and collaborate.

And companies that fail to adapt risk disengagement and higher turnover:

76%

of workers say flexibility in when and where they work influences their desire to stay with an employer, according to a [Robert Half survey](#).

So, how do you maintain high performance and strong engagement without forcing a return to the office?

Use the right tools.

Platforms like **Workvivo** keep teams connected, regardless of where they work. It's a [comprehensive employee communication tool](#) that reinforces culture and supports collaboration without requiring physical presence.

A great example is Kent, a global energy services company that [used Workvivo to unite 12,500 employees across continents](#) — and saw improvements in performance, retention, and trust.

In their words:



Workvivo completely represented what we were all about. It helped us define our entire belief system — based on input from 10,000+ people.



06.

FOUNDATIONS OF WORLD- CLASS COMPANY CULTURES

The best businesses tend to share similar characteristics.

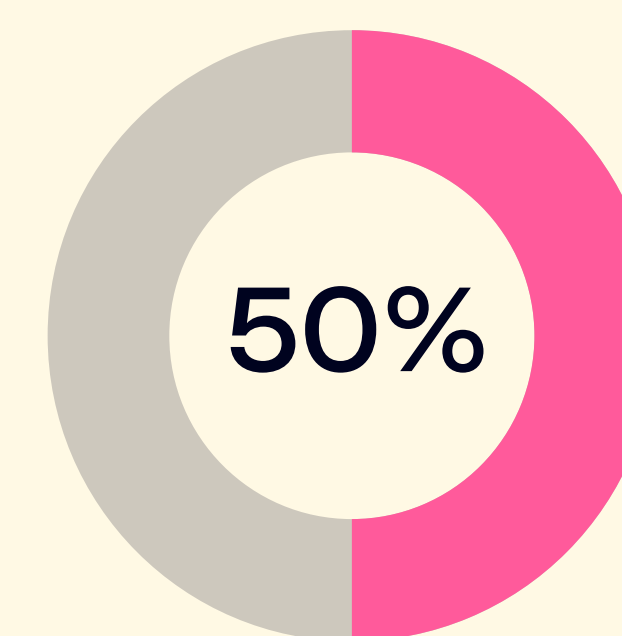
There are a few non-negotiable traits you'll find in top culture-focused organizations, including:



Inclusion

In recent years, following the pandemic, companies have revisited how they approach workplace culture, often focusing on enhancing the experience for office-based employees. Perks like free coffee, home cleaning services, and wellness programs have become common ways to show appreciation and boost morale.

While well-intentioned, **these benefits leave large parts of the workforce behind.** What about remote employees? Or frontline staff who keep the business running – baristas, cleaners, warehouse teams?



50% of frontline workers believe their employers care more about office staff than about them.

One of the key findings from our report, The Frontline Gap.

This sense of exclusion isn't new. Deloitte's 2022 research found that only 64% of frontline workers feel a sense of belonging at their company.

That disconnect is costly. World-class companies know that culture isn't just for HQ. They make a deliberate effort to include every team member, regardless of location or role.



Recruitment

Getting the best people on board strengthens culture, but it's not just about finding those who "fit." Culture is determined just as much by **how** you bring people in as by **who** you bring in.

The most successful culture-led companies understand that every touchpoint in the hiring journey – from the initial application to the first day on the job – conveys a message about the kind of organization they are. According to Octanner's **2025 Global Culture Report**, a respectful, candidate-centered approach leads to:

65% • A **65%** higher chance of a positive onboarding experience

A **126%** increase in employees' immediate sense of belonging • **126%**

10x • A **10x** greater likelihood of employees feeling a sense of belonging within their first two years

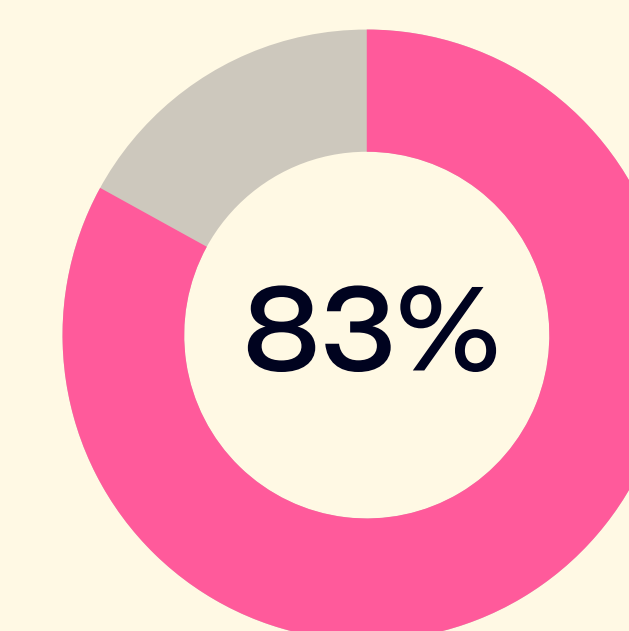
So, in high-performing organizations, recruiters don't just screen for skills. They build trust from the start, an early investment that leads to smoother transitions and a culture that feels authentic from day one.

Engagement

However, employee engagement data often tells only [part of the story](#).

While Gallup's latest report shows a dip in global engagement (from 23% to 21%), **other sources report figures ranging from 70% to 80%**. This discrepancy arises from the different ways in which organizations define and measure this metric.

Still, regardless of the method, one truth remains: **culture and engagement are directly tied to performance.**



Globally, 83% of employees in good or excellent workplace cultures say they're motivated to deliver high-quality work



Compared to just 45% in poor or terrible cultures (SHRM, *State of Global Workplace Culture 2024*).

In a talent-tight market, the impact of engagement is evident in every aspect, from productivity and customer satisfaction to employee retention. That's why the best cultures don't settle for surface-level motivation – they create a space where people can perform at their best.

Belonging

We've mentioned belonging a few times, but it deserves its spotlight here. After all, it's the thread that ties everything together.

When **Mercer** asked employees worldwide what helps them thrive at work ([Global Talent Trends 2024–2025](#)), **a sense of belonging ranked second globally** – just behind “working for an organization with a purpose I am proud of.”

And in truth, that purpose often grows out of belonging. When people feel valued, they contribute more and care about the organization's success, **because they feel like they're part of it.**

In the end, you establish a world-class culture not with perks or slogans but by fostering connection, uniting around a shared purpose, and ensuring everyone feels they belong.



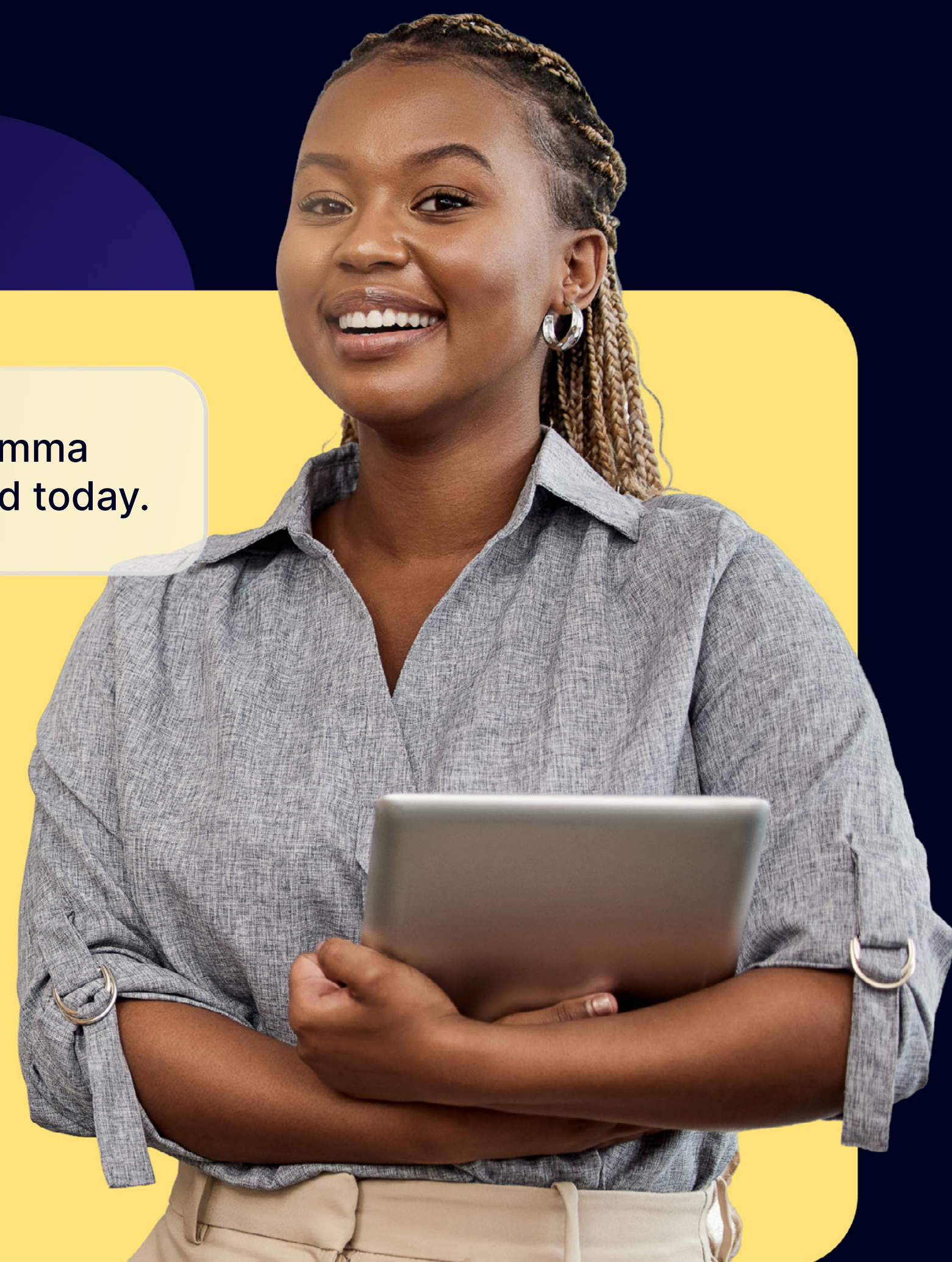
07.

HOW DO YOU BUILD A **WORLD- CLASS** COMPANY CULTURE?

When shaping your company culture, take inspiration from businesses you admire.



Say Hi to Emma
who started today.



As we've seen, many of the world's leading organizations share common cultural priorities:

01

• Cultivating trust with
employees and customers

02

• Fostering inclusion and a
sense of belonging

03

• Embracing innovation and
emerging technologies

These principles are universal and can be adapted to suit your specific scale and industry. So, ask yourself:



Why do these cultural elements drive
success in top-performing companies?



Which of these principles are already
part of our culture?



How can we intentionally integrate the rest?

These are excellent starting points to guide you in defining a culture that drives performance and inspires people.

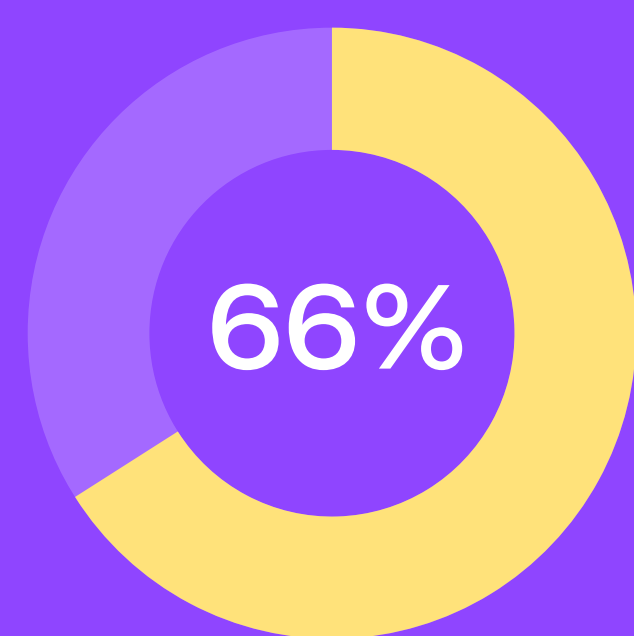


08.

4 TOP TIPS TO SUCCESSFULLY BUILD A DIGITAL- FIRST CULTURE

We've discussed culture, but in this hyper-connected world, if it doesn't translate into the tools your team uses every day, it won't stick. **Your culture has to live digitally.**

And right now, things aren't looking great:



66% of frontline workers feel frustrated with the communication platforms they're expected to use

(Workvivo, *The Frontline Gap*)



66%

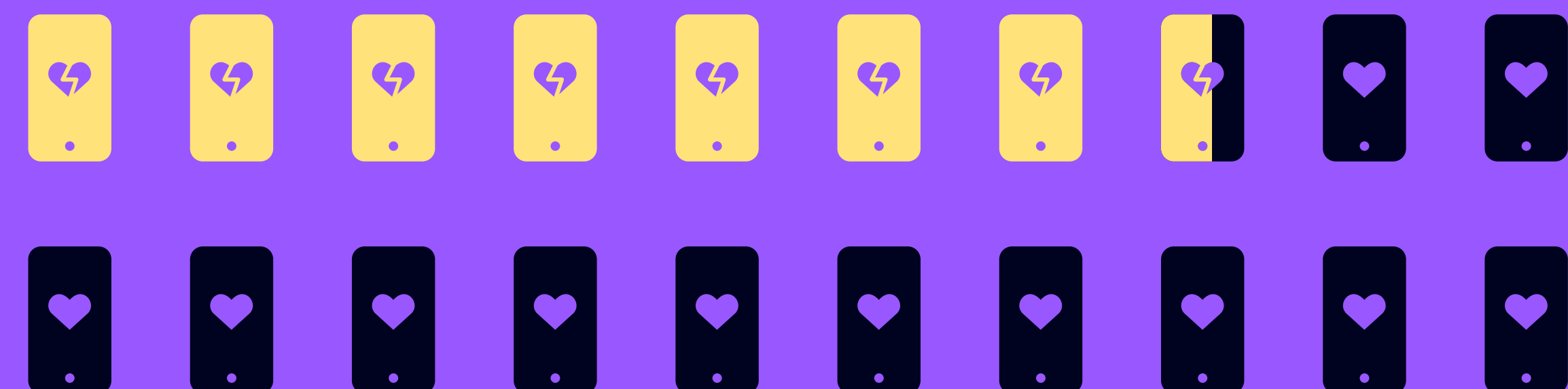
of knowledge workers say they want better tools to work more effectively

(Grammarly, *2024 State of Business Communication*)

38%

of organizations provide employees with technology that is not as leading-edge as what they offer to customers

(Mercer, *Global Talent Trends 2024–2025*)



So, how do you close these gaps and create a future-ready digital culture?

Start with smart research

You can't build a digital-first culture without research. Start by understanding how your teams currently work — and where friction lives.

The rise of remote work and the lasting impact of the pandemic have made digital fluency more urgent than ever. Now is the time to explore systems that don't just fix today's problems **but also future-proof your business for what's next.**

Innovate with purpose

Innovation should be intentional. The best digital cultures are nurtured from the top down, with tech that works for your people, not against them.

Prioritize tools that are intuitive and genuinely useful. Don't lean too hard on instant messaging alone. Instead, **consider an all-in-one employee app** that streamlines all internal communications.

Empower managers to lead the change

Managers bridge the gap between leadership vision and day-to-day execution. If they're not fully on board or, worse, out of the loop, your digital efforts won't land.

So bring them into the conversation from the start — at the decision table, not just during rollout. They can stress-test ideas, surface operational challenges, and lead adoption across the organization.

Keep everyone in the loop

Managers aren't the only ones who need a clear view of the business. **Employees at every level deserve that same visibility.**

When people on the ground understand what's happening and why, they're more engaged and invested. Their insights expose leadership blind spots and ensure that digital tools support daily work effectively.

09.

THE BEST APP FOR BUILDING A WORLD-CLASS COMPANY CULTURE



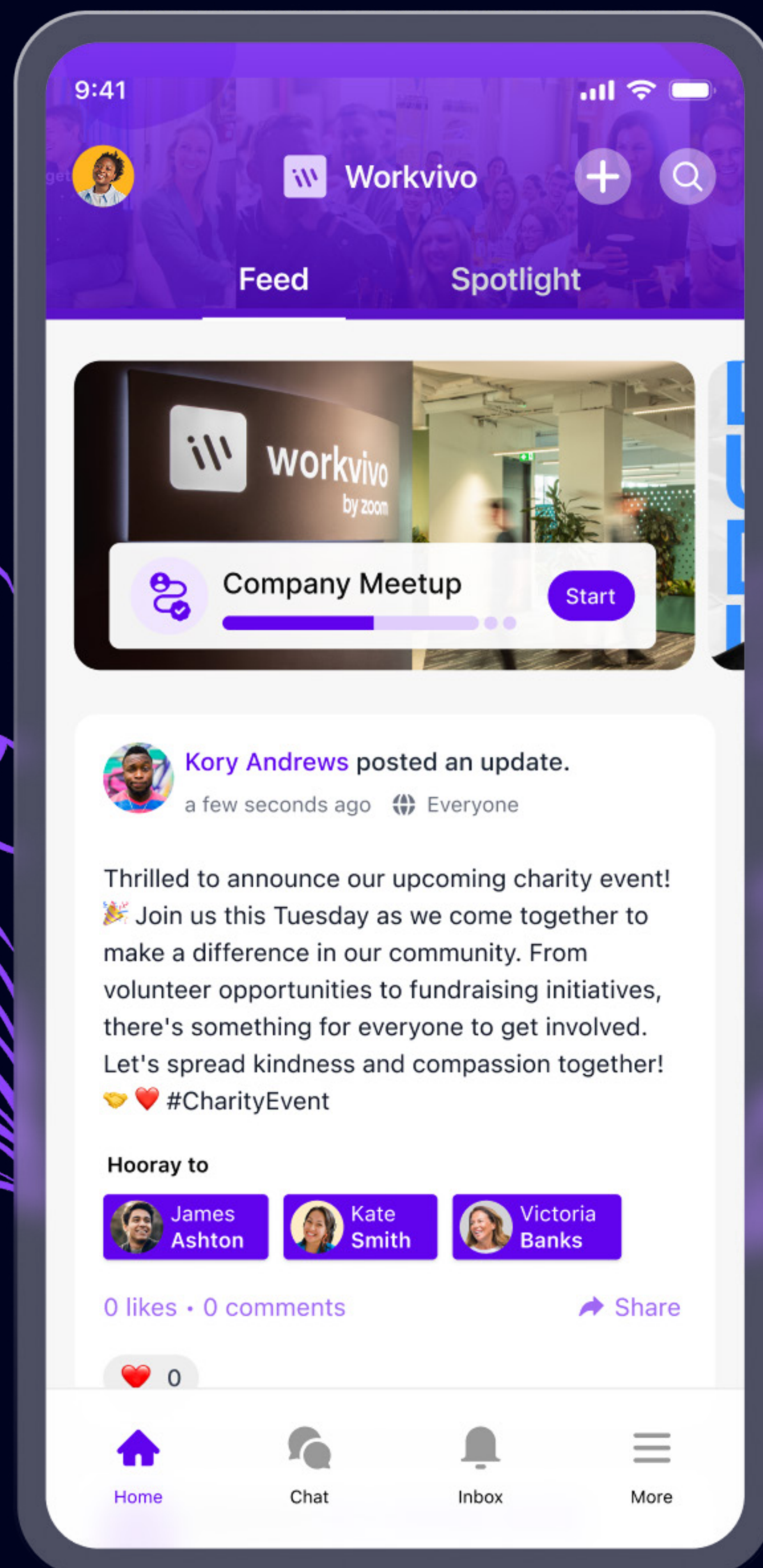
About Workvivo

Workvivo is the employee experience platform people love to use. We took the familiar digital social experience from everyday life and brought it into the workplace, making internal communication feel natural and human.

Employees can read and post updates, like, share, and comment just as they do outside of work. But Workvivo goes further: teams can recognize colleagues with shout-outs, create dedicated community spaces, and publish news, events, and stories. **All in one place.**

The way people collaborate at work is ever-evolving. To keep engagement high, businesses need tools that match how employees already communicate.

That's why we built Workvivo: to foster connection, enrich culture, and cultivate a real sense of community across the organization.



Some of the key areas where Workvivo helps teams excel include:

Increased engagement

As a comprehensive digital platform focused on [encouraging community](#) and contribution, Workvivo helps your workforce find new meaning and purpose at work.

The fleet of tools helps them stay connected to one another and the workplace, so they'll never feel isolated or disengaged.

Not only does this make Workvivo a fantastic morale booster, but it's also great for making sure your team stays in touch and gets to know one another, no matter where they're based.

Positive feedback

Employees should be celebrated, and Workvivo provides space for public recognition amongst their peers. Everyone within the network can easily share messages of support and celebration, encouraging new successes and helping to motivate teams to greatness.

A familiar face

Accessibility is at the heart of the Workvivo app, so users can stay switched on and contribute with ease. The interface is familiar and intuitive, ensuring there's no learning curve for today's workforce.

In addition, the personalized activity feed ensures employees can see updates on various areas of the business, as well as contribute to an ongoing dialogue.

Transparency and openness

Workvivo recognizes that transparency, particularly in leadership, is essential for more engaged teams. The app provides multimedia options for conveying important messages to the team and helps ensure those messages are fully understood. There are also options for providing public responses to these messages, so leaders can engage in real-time and respond to queries.



Ready to find out more?

[Schedule a demo](#) with one of our experts to discover how Workvivo can help you master engagement.

10.

IN SUMMARY



Company culture shouldn't be a side project. It needs to sit at the heart of how you build a resilient business and a brand people believe in.

While the process can feel complex, it doesn't have to be. Hire the right talents, equip them with the platforms they need to thrive, and your culture will naturally grow from there – with purpose.

As workplaces evolve, Workvivo keeps your culture grounded, ensuring your values remain clear, no matter what changes.

[The Workvivo app](#) keeps teams connected, aligned, and engaged – whether they're across the office or the world.

Start building the company culture you've always dreamed of

Book a demo

The employee experience app that
brings your entire company together.



workvivo
by zoom





workvivo.com