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6 Rules to Build a Great Company Culture

1

Add value to your employees

Recognize and appreciate hard work.

Motivate team members to learn new skills.

Empower team members in decision-making.

2

Foster open communication

Do not suppress information.

Encourage asking questions and providing feedback as a source of motivation.

3

Nurture individual differences

Value different perspectives.

Promote specific work-life balance.

Organize team-building exercises.

4

Have a meaningful company purpose

Have a clear mission.

Maintain high ethical standards.

Engage with the community or do charity.

5

The work should be a reward

Encourage collaboration and ownership of team members.

Balance routine vs innovation and research.

Align tasks with employees' passions.

Install a smart and lean project management (see the Scrum methodology).

6

No stupid rules

If a rule does not make sense, it should not exist.

Excessive rules reduce creativity and increase frustration.

Unnecessary rules can create bureaucratic bottlenecks.

Building a company's culture is an ongoing journey.

New hires should be onboarded and introduced to the company values.

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Culture is *dynamic.*
If your team changes,
it should be adjusted.