

# The art of building a thriving company culture in the remote work era



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# Today's Agenda

- 1 Welcome & Introduction
- 2 Challenges and Trends
- 3 3 Key Steps
- 4 Forward to a hybrid world



STATE OF PEOPLE STRATEGY SURVEY 2020

# Challenges & Trends

# 2020 Survey Respondents

**570**

**Completed responses**

*More than 50% of respondents are in a director or management level position*



**27%**

Director of People/HR



**11%**

People Ops



**26%**

VP/Head of People/HR



**7%**

Recruiting



**25%**

HR Generalist

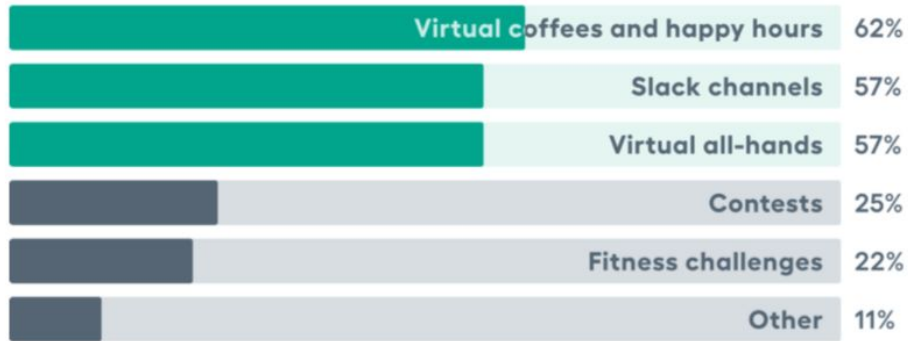


**25%**

C-Suite

# Biggest Challenges Currently

Most effective ways to maintain a positive company culture



Almost half (48%) listed employee engagement as **one of their top three most crucial initiatives** for the 12 months ahead, as they try to maintain employee culture and ensure work-life balance within a remote work environment.

# The world has shifted, creating a host of new priorities

These challenges **don't just disappear** as companies decide what their return to office (or not) will look like.

BUILDING CULTURE IN REMOTE WORK ERA

# 3 Steps for thriving hybrid cultures

# Continue to collect internal sentiment

How are people feeling?

*If you don't ask you don't really know.*

Take stock of where people mentally are and how they're feeling.

We are all dealing with **very different environments** (whether chaotic or lonely) and our responsibility as a company is to build a culture that supports everyone.





# Think both short-term and longer-term

Accept things will change. Define what's most important.

## Short term

1. Promoting mental health resources
2. Recharge days
3. Team events rather than general socials

## Long term

1. Investing in ERGs
2. Resetting communication norms
3. Building a culture of psychological safety and vulnerability

**Aggressive growth,  
healthy culture**

# Moving forward plan

Create a plan with communication, channels, and flexibility

## Communication

Regular and predictable communication is a handhold amidst uncertainty

*Tell people what you know, what you don't know and if you know when you'll know*

## Channels

Take a broader approach to how you communicate that information

*New all hands models, team emails, clarity on business goals and objectives (OKRs)*

## Flexibility

Calibrate your planning level to the uncertainty level in the situation

*External impacts on the team like schools, world events and the changing medical situation*

LATTICE EXAMPLE

# Moving Forward in 2021



# Points to remember

1. Use the transition as a time to define your culture
2. Bring the lessons of 2020
3. Model vulnerability

**Thank You!**