



Matching People
& Organizations
through smart
technology

The importance of company culture...

According to HR

Culture: Key to Organizational Success

By Fred Kofman



"One thing is guaranteed: A culture will form in an organization, a department, and a work group. The question is whether the culture that forms is one that helps or hinders the organization's ability to execute its strategic objectives. Organizational culture is too important to leave to chance; organizations must use their culture to fully execute their strategy and inspire innovation. It is a leader's primary role to develop and maintain an effective culture."

— Chatman and Cha*

A great company culture is the key to success

Discover why a great company culture is critical to any business

BY EDITORIAL TEAM | LAST UPDATED ON 5TH NOVEMBER 2017



Put simply, the better the culture at your company, the better people perform. Poor work environments are shown to produce poor results, this is especially true in the millennial startup era we're in. So how do you go about developing and maintaining a great and unique company culture that will attract, nurture and retain the brilliant people you need to build your business?



80% say soft skills are increasingly important to company success

The importance of company culture...

According to Science

"A mismatch between the values of an individual and the values of the organization / team / manager has an impact on:

- *Job satisfaction*
- *Engagement*
- *Employee turnover intentions*

Hiring on culture fit: Art versus Science?



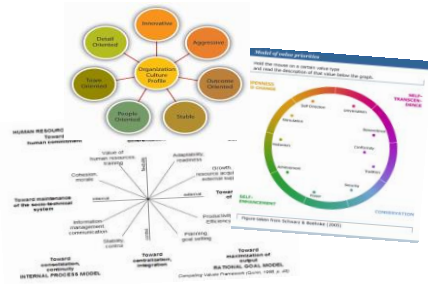
"Hiring people is an art, not a science, and resumes can't tell you whether someone will fit into a company's culture"

Howard Schultz - Starbucks

Assessing fit in a traditional way can be problematic...

1. Assessment is often **based on the official company values** (in stead of the actual values).
2. Values can **differ within an organization**, between teams and individual managers.
3. During an interview **most interviewers test person-interviewer fit**, rather than person-organization fit.
4. Non-systematic screening on a complex concept as values/culture can lead to **biases and discrimination**.

An evidence-based approach to assessing fit ...



25 value models from the international academic literature were screened & analyzed.



14 professional values were retained.



And (mis)fit on those values was tested on its correlation with performance, engagement and turnover intention.

Objective, algorithmic and digital approach

The screenshot shows a web browser window with a teal header and a white content area. The browser's address bar shows 'step2[1].png'. The page features a logo at the top center and a main instruction: 'Please, further classify the 11 statements you indicated as least import'. Below this, there is a paragraph explaining the task and a list of three instructions. To the right of the text is a bar chart with 11 bars of varying heights. Below the instructions are three columns with headers: '2 least important', '4 average important', and '5 most important'. Each column contains a plus sign and a prompt to drag statements into that section. At the bottom, there is a section titled 'IN MY IDEAL WORK ENVIRONMENT...' with three buttons containing text: 'every effort is made to keep the peace', 'one contributes to the well-being of others', and 'one can determine his/her own method of work'.

step2[1].png

Weergave Zoom Deel

Tekstmarkering Roteer Markering Zoekactie

Please, further classify the 11 statements you indicated as least import

Below you'll find the 11 statements you indicated as being **least important** for your ideal work environment.

In this step we'd like to ask you to further classify these 11 statements into 3 groups:

1. Left: the 2 statements you consider to be **least important** of these 11 statements
2. Center: the 4 statements you consider to be of **average important**
3. Right: the 5 statements you consider to be **most important** of these 11 statements

2 least important 4 average important 5 most important

+
Drag the 2 least important statements into this section

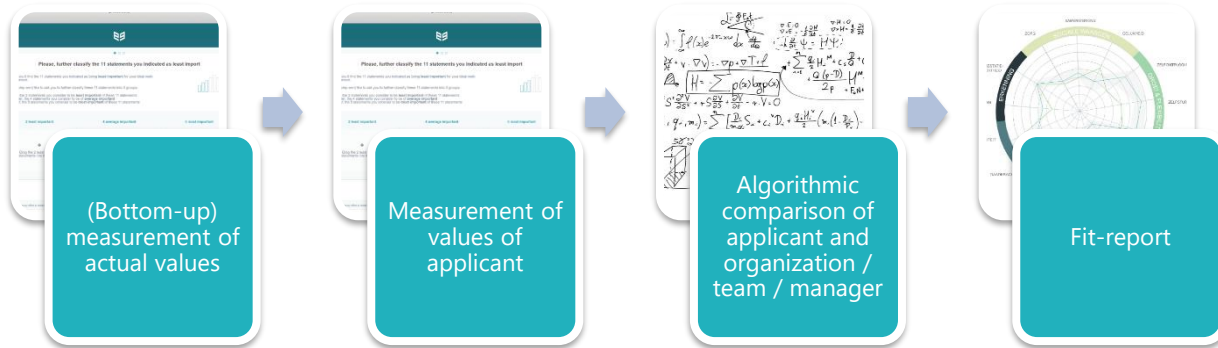
+
Drag the 4 statements of average importance into this section

+
Drag the 5 most important statements into this section

IN MY IDEAL WORK ENVIRONMENT...

every effort is made to keep the peace one contributes to the well-being of others one can determine his/her own method of work

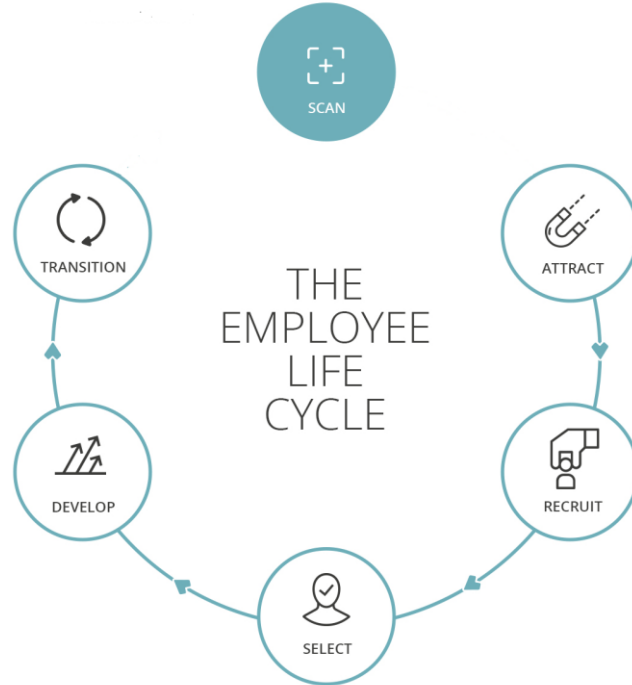
Objective, algorithmic and digital approach



96%
Completion rate

14:52 min
Average time spend

Adding 'value' throughout the entire employee life cycle.



Create your
own Value profile on
<https://recruit.twegos.com/community>