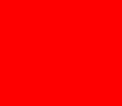


**Great
Place
To
Work[®]**

The Ultimate Guide to Building Pride Among Your Employees.





When it's present at work, it inspires individuals and teams to achieve more, communicate better, and build upon each other's strengths. When it's not present, it can get ugly. Really ugly. We're talking about the often abstract yet extremely powerful feeling of "pride."

A lack of company pride can be a slippery slope that devolves into lower employee engagement — and ultimately lower productivity. If an employee can be made to feel proud of the work they're doing and connected to their job, they're going to do their best and give their best — and they're likely to recommend their employer as a great place to work.

With 30+ years of research under our belt, we know that having pride in the organization's we work for is one of the most important factors in measuring employee engagement. In order to be effective, any employee engagement program should prioritize fostering its employees' sense of pride in their company. While an enviable paycheck and unlimited vacation are excellent ways to attract talent, keeping talent means going one above and making employees go home each day feeling good about what they've done.

What Exactly is Pride?

Pride is a sense of satisfaction and achievement from being associated with work we admire. It's the confidence and self-respect we feel when we do something worthwhile. And it's lacking in our workplaces. Too often, our goal isn't to get our work done well, or even well enough, but to get it off of our plate so we can move on to the next task. While a certain amount of that is natural—work is occasionally, inherently, stressful; that's why it's called "work"! —your organization can take steps to make coming to work a more enjoyable and fulfilling experience for your employees.

Employees that love what they do and have pride in the organization they work for will do what it takes to get the job done right. These employees are pleasant to work with; they're leaders without the titles. So much so, that they recruit potential employees that match their enthusiasm!

Furthermore, these employees present management with constructive feedback, are involved in company events and work towards company initiatives, making the organization an even greater place to work. If you can engage your employees on a deeper level, beyond status or salary, to offer opportunities that are emotionally enriching, they will want to create work that reflects their personal fulfillment.



One Size Does Not Fit All

Developing pride company-wide isn't easy. There's no right way to suddenly instill pride in your employees. Every organization is different, and all employees are unique. Before you start, you should prepare yourself to spend as much time listening as you do planning. We've put together a blueprint for how you can put company pride front-and-centre in your strategic focus. Approaching this project with honesty, an open mind, and persistence will give you the best chance for success.

With all that in mind, let's get started with 8 practical ways you can boost pride in the workplace!

1. Make Time for Casual Chats with Employees Often

Encourage managers to have quick, informal catchups with employees on a regular basis. These sessions shouldn't be solely about giving feedback— it needs to be a two-way conversation. Be sure to ask employees about their short and long-term goals, and whether they feel particularly motivated by any of the current projects they're working on.

If you find out what work excites them, it will give you an idea of what projects they will excel at, and which co-workers would be a good fit to work with. It's also an opportunity to see if there are any issues that have been weighing on their minds. There's always a possibility that they don't have access to the resources they need to succeed or they may not feel empowered to do everything that's needed to do a great job.

There could even be deeper issues with their dissatisfaction—they could feel disinterested in their work or sceptical of the way they've been managed. At a minimum, paying attention to these types of challenges can help your company to reorganize and place talented employees where they can have the greatest impact.

Taking a genuine interest in your employees' concerns will let them know that they're valued and that your company cares enough to make sure that they do work that is fulfilling.



2. Communicate Your Organization's Goals

Your employees want to know that all those small tasks that they work on every day are part of a larger vision of success for the company. Make sure your employees know your company's goals, both on a macro and micro level. Clear, detailed plans of how your company will get from A to B will give employees a roadmap for how their function drives the company forward.

Setting clear goals gives focus to the work that really matters. Letting employees in on the big picture might help them find room for streamlining inefficiencies that have gone unnoticed. That saves your organization time and money while giving them an accomplishment they can feel proud of.

3. Place the Right People in Leadership Positions

It might sound obvious, but the cost of lifting the wrong person into leadership is exponential. Even though someone might be the highest performer in their position, or even exceptionally talented, that doesn't necessarily translate to a personality fit for leadership.

Leaders have to strike a difficult balance between being encouraging and exacting, and striking that balance requires a high level of social sophistication and tact. Be sure to draft leaders with the ability to empower, inspire, and energize their teams.

4. Don't Forget About Recognition and Rewards

Nothing makes a person swell with pride like knowing they're appreciated. Small gestures like a quick email, a handwritten note, or a shoutout at your weekly team meeting are enough to let employees know that you see them and respect their work. These shouldn't feel forced or calculated—if an employee gets the sense that you're only mentioning them because "Give Recognition" is a checkbox on your to-do list, it won't feel as good as a freely-given compliment

5. Reimagine Corporate Giving

Today's employees increasingly identify with a variety of social causes. Consider contributing to charities and organizations that advance these causes to show your employees that what matters to them matters to you, too. You might want to examine how corporate compassion flows into the customs and processes you develop as a company. That could mean giving your employees reusable water bottles or limiting the amount of paper you print on.

When organizations make a more conscious effort to be ethical, employees get the sense that not only are they contributing to your bottom line, they're also helping your company generate revenue that is then paid forward to worthy causes.

We should all be trying to leave the world a better place than we found it and showing employees that you're committed to that idea will give them a compelling reason to feel proud to work for your company.

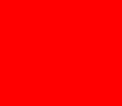
6. Live Your Core Values Every Day

Shared values help bring organizations together, and a tightly-knit, focused organization is much more likely to achieve its goals. If you haven't already, adopt an official set of core values to tell people what your organization cares about most. In addition to accepting an attractive job offer, prospective employees will feel like they're signing on for a mission.

Develop an employee recognition program that rewards employees whose actions exemplify your core values, and you'll turn a workforce into a team that sees its every accomplishment as proof that it's on the right track.

7. Encourage Employees to Make Friends

Friends help you feel emotionally connected to the place where you work. If you've ever struggled to make friends at an office, you can remember eating lunch alone at your desk and counting down the minutes until you can leave. Employees that forge friendships within their team will feel like their achievements aren't only theirs but are part of a larger team effort.



Leadership should bring ideas to the table as well and not expect employees to be the only source for solutions.

8. Encourage Find Out What Makes Your Best Employees Proud

Your highest-performing employees are in the best position to tell you what makes them feel excited to come to work. Ask those employees—the ones who both exemplify what you're looking for in future employees and inspire the rest to reach higher—what they'd like to see in their ideal company. Encourage them to be honest and forthright, the sky's the limit. Once you've learned what they're looking for, do it.

Adopting a focus on fostering pride will inspire your employees to contribute to your corporate mission, clearly illustrate how their work supports that mission, and embody your company's core values.

3 Ways You Can Keep Your Employees Motivated

From our work with hundreds of organizations across Canada, we know that most leaders are proud of their position and the company itself. After all, they've put in the time and effort and now find themselves in a position of leadership.

All those fortunate enough to be in a position of management should ask themselves a simple question that will make them look at their team differently: "Are my employees proud of their roles, and the company?"

If you're spending too much time thinking about the answer, then you probably have some work to do. It all boils down to one word: culture.

We've worked with many leaders whose teams were fundamentally dispassionate and it affected both their behavior and their performance. This culture affects everyone, regardless of the role.

Creating the right culture is a great way to retain your people and guarantee you keep delivering consistently strong results.

We have used and seen the following three techniques produce really great results:

1. Recognize Achievements Regularly

As a leader, you expect and hope that your employees demonstrate a quality work ethic because it's their job to do so. But a little encouragement goes a long way. When you recognize their accomplishments, both privately and publicly, they feel good about what they do, and it motivates them to continue striving to be even better.

2. Empower Them to Make Decisions

For leaders, often one of your core responsibilities is to recruit and develop a strong management team. Yet many leaders refuse to hand over the reins. Why did you hire all of these great folks if you continue to make their decisions for them?

3. Offer Development Opportunities

Engaged employees want to grow. They are constantly on the lookout for opportunities to learn new skills, improve their performance and move up in the company. As a leader, it's your responsibility to present opportunities for personal growth and skill development.

The reasons companies often give for not doing this is that it takes too much time away from the job, it costs too much, the payback is unclear and so on. Like most generalities, these comments are not correct.

When we look at employee feedback, we see a direct correlation between their satisfaction at work and low turn-over rates. Start with a few simple efforts to get going, measure the effectiveness and results, check in with your employees to gauge their reaction, and roll these and other programs out as you see the results.

Employees who are proud of their roles and their company do a great job and make a demonstrable difference in your results. Use these three techniques to create a really positive culture in your company. Your employees and your customers will thank you.

Not Sure Where to Start?

Great Place to Work® has extensive experience in empowering organizations to achieve and sustain positive cultural and organizational change in every aspect of the way they work, including expectations, experiences, values, systems and processes, beliefs and attitudes. Talk to us today to see how we can make positive change in your organization.