

HOW TO BUILD STRONG COMPANY CULTURE WITH A REMOTE TEAM



DEFINE

your company values and culture

Taking time to define your company's core values and desired culture provides you with direction and serves as an important tent pole for clients, employees, and freelancers and sets behavioural expectations up front.

SHARE

them openly and publicly

Just as you might have a beautifully etched plaque that displays your company values in the lobby, so can you showcase your core values and culture online for all to see, whether you have a physical lobby or not.



ONBOARD

new team members as if in office

Onboarding new remote team members as you would local people lets you get them up to speed quickly and loop them in with other team members.



EMBRACE

a virtual water cooler

Make a point of asking about social plans, the latest TV shows, or news, and send around fun questions on a regular basis to help build camaraderie.



MARK

celebrations and achievements

Recognizing special occasions and achievements can boost a remote worker's sense of team and self-worth more than any pat on the back you could give them in person. So go ahead and make a big deal out of wins!

