

Remote Working And How This Affects Corporate Culture

Technology for a new working world



Corporate Culture

Corporate culture plays a really important part in every company, if you lose the culture you lose the heart of the organisation and what makes it special. During the initial days of the Pandemic the immediate focus was on business continuity and crisis management, but as time moves on it is vital that employers consider the cultural impact of home working on their organisation.

So, what do we need to do to ensure that whilst the culture may be different the underlying effect is the same for the employees and your clients:

1. There are critical differences between managing employees in offices and remotely. Personal culture, rather than workplace culture start to prevail as home working, becomes more of the norm. Maintaining a balanced equilibrium is critical and ensuring that employees are able to partition work from home life is crucial.
2. While organisational culture is easier to foster in an office environment, with remote working it must be cultivated deliberately. Companies must emphasise and reinforce their values to help guide workers' actions and decision-making and how they address challenges when logging in from home, using employee engagement tools enables organisations to keep a sense of culture and fosters learning and organisational comradery.

3. Additionally, organisations need to drive towards an outcome driven culture where employees are empowered to deliver rather than a 09:00 – 17:30 culture which rarely works for remote working.
4. Keeping the communication and team interactions will help to avoid employees feeling isolated, with little or no support or assistance, using communication tools effectively and ensuring that people are able to book desks in their area near their colleagues is vital. IM&M provide the tools and services to ensure that your employees can book near their colleagues whenever they need to go to the office, whilst maintaining social distancing.
5. Above all culture should be considered as important as any other business aspect. IM&M and its partners are here to help.

Having the right culture is vital for any organisation. Getting a good organisational culture takes time and hard work it needs to be nurtured and supported and everyone needs to understand it and appreciate what it gives the organisation. The pandemic has changed a lot of things and will continue to do so for some time to come, if you lose your corporate identity it will be very hard to get it back and it will never be the same.

Here at IM&M we work with you and our partners to foster what you already have, but more importantly we try to help you build upon the foundation laid before this crisis started.

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