STONERIDGE CONNECT

2018 Client Conference

20 Practical, Budget-Friendly Ideas to Enhance Company Culture

About the Speaker

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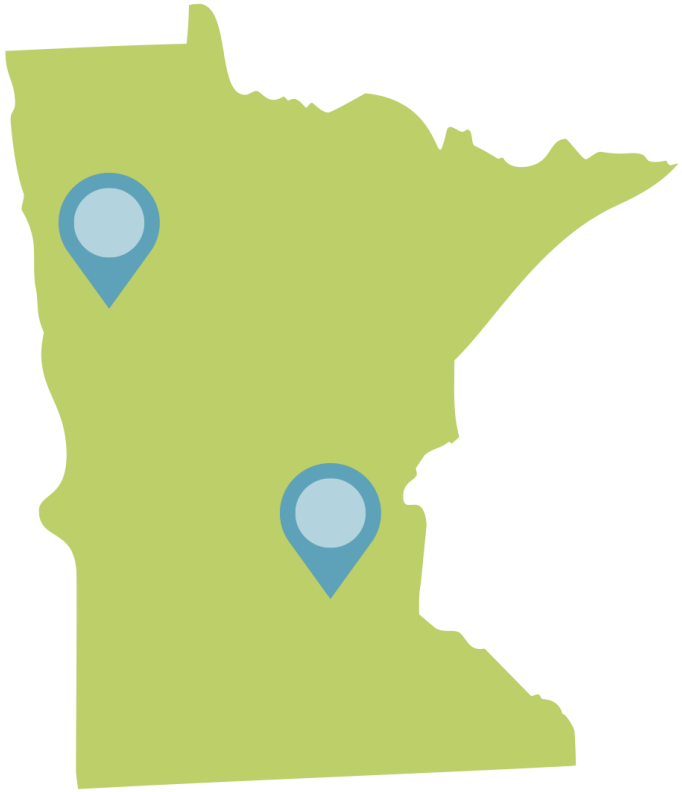
About Stoneridge Software

- Created in 2012
- Microsoft Gold Partner
- Professional Services Firm
- 2 Office Locations
- 100+ Employees



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"The impact of a company's culture is reflected in a company's ability to achieve their goals and productivity levels, and in their employees' satisfaction.

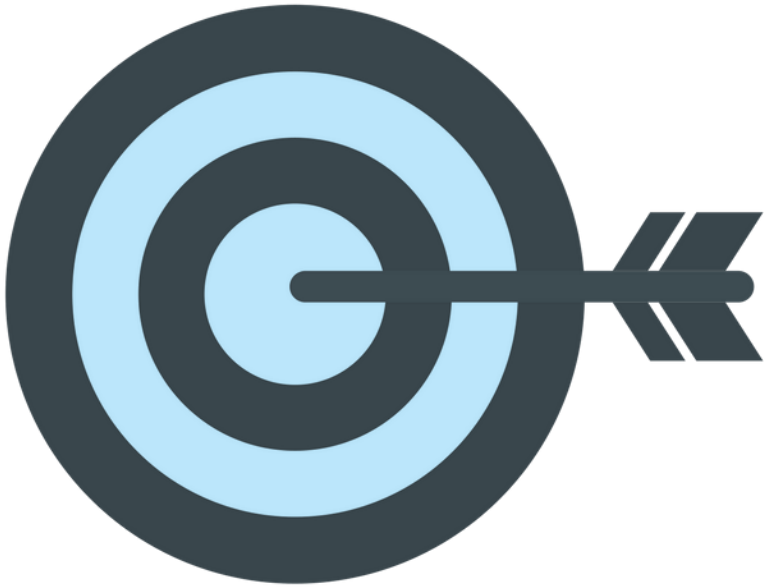
The company culture can make or break a business."

- Jennifer Bland, Free Code Camp

1. Purpose & Values

Stoneridge Values

- Integrity
- Technical Excellence
- Tenacity
- Client Centric
- Enjoy Our Work



2. Leaders Modeling Behavior

- Tell the Truth
- Communicate Roles and Responsibilities
- Value *Real People* Relationships
- Fair and Open

3. Birthdays & Anniversaries

- Personal Emails
- Hand Written Cards
- Lunches
- Sharing Stories

"When you support causes that your people are already passionate about, you send a clear message that their interests and ideas matter."

– Great Place To Work, Alison Grenier

4. Charitable Giving

- $100 for every employee to gift to an organization of their choosing

5. Flexibility

- Coaching
- Make it to Games
- Read at School
- Vacation Time
- Birthdays
- Volunteering

6. Meetings

- Consistent
- Productive
- Concise
- Team Participation

". . . More than 80% of those that offered paid family leave reported a positive impact on employee morale, and more than 70% reported an increase in employee productivity."

– Boston Consulting Group

7. Family Leave

- Maternity 12 Weeks Paid
- Paternity 4 Weeks Paid
- Adoption 4 Weeks Paid

8. First Day Biographies

- Sent via Email Companywide
- Ice Breaker
- Personal
  - Family Life
  - Favorite Shows
  - Hobbies

9. Lighthearted Recognition

- KUDOS
- Stoney Awards
  - "The Dundies" – The Office
    - The Reverse Commuter
    - Working the Remotest
    - Whose Dog is Most Likely to Bark on a Conference Call
    - Cube Dancer

". . . Creating collisions—chance encounters and unplanned interactions between knowledge workers, both inside and outside the organization—improves performance."

– Harvard Business Review

10. Collaboration Spaces

- Couches
- Open Office Space
- Tables & Chairs
- White Boards

11. Wellness

- Dedicated Committee
- Quarterly Initiatives
- Standing Work Stations
- Health Food Options

"Engaged workers have more innovative ideas that may steer your company to a better direction. The important thing here is to be open to those ideas."

– Business Journals, Alexander Maasik

12. Employee Voice

- Officevibe
  - Confidential
  - Weekly
  - ROI Calculator
  - $15 Per User
  - Attributes
- Share Results
- Encourage Transparency

13. Bonus Holidays

- Birthdays
- Friday off During the Holidays
  - Time to shop & run errands
  - Extra time with family
- Early Fridays Seasonally Charged
  - Fishing
  - Snowmobiling
  - Football

"Instead of framing being social as a waste of time, reframe social into another part of how you care for yourself."

– Social Productivity, Erica Urban

14. Embrace the Social

- Team Lunch
  - First Day
  - Every Thursday
- Happy Hour
- Regular Potlucks
- Holiday Parties
  - White Elephant Gift Exchange
- Know Clients Personally
  - Client Connect

15. Free Beverages

- Keurig
  - Coffee
  - Hot Chocolate
  - Tea
- Vitamin Water
- Soft Drinks
- Iced Tea
- Beer

"Contrary to popular belief, cultivating a high-trust culture is not a 'soft' skill — it's a hard necessity. Put another way, it's the foundational element of high-performing organizations."

– Harvard Business Review

16. Trust

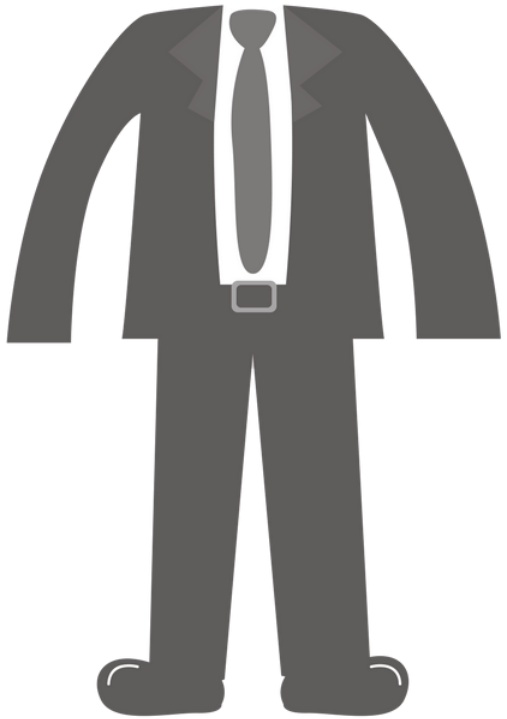
- Share Information
- $75 ‘No Receipts’ on Expenses
- Work Anywhere
- Help Yourself

17. SWAG

- New Hires
- Online Store
- Ambassadors

18. Rethink Dress Code

- Employee's Market
- Demand for Millennials
- Keep it Simple
- Start at the Top



"Multi-rater feedback makes team members more accountable to each other as they share the knowledge that they will provide input on each members' performance."

– The Balance, Susan Heathfield

19. Feedback

- 30 Day
- 90 Day
- Quarterly 4x4
- 360 Degree Performance Reviews
- Consistent 1:1s

20. Professional Development

- Define Career Path
- Establish Goals
- Use Technology
- And Each Other!
- Network, Network, Network

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Open Forum & Questions

How to improve the
Culture at your Office
Rule 1: Be Happy
Rule 2: Be Awesome
Rule 3: Help others with 1 & 2