

Lot's of businesses are now looking at how they can maintain company culture during these times of remote working and furlough'ing. But when we say 'culture', what do we really mean?

Ask 30 different people to define company culture and you'll probably receive 31 different answers. While company culture is something of a grey topic, the benefits of a strong culture can't be denied. We have put together these resources with tips and advice for using digital (amongst other things) to maintain and build upon your company culture.

So, as we've discovered, culture can be defined in many ways. We define culture by our personal interactions, our communication, our responses and our shared ethics and values. This is created through many many ways. From the obvious team bonding initiatives, to the way the organisation is run from top to bottom. Culture is defined by many aspects.

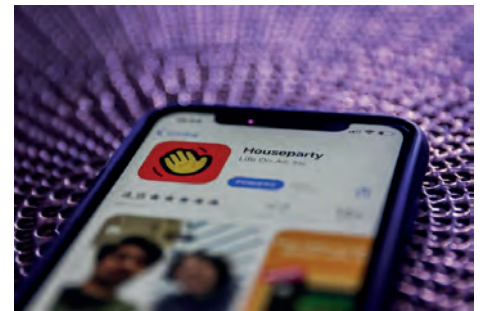
Technology and video conferencing can allow you to create those moments of joy that help define company culture. This list is not exhaustive, but a good place to start to stimulate some ideas. Let's explore some of these ideas below.

Digital Team Activities

- Team karaoke
- Shared playlists/Podcasts
- Video/Watch parties
- Team lunches
- Houseparty
- WhatsApp groups
- Team gaming
- Video conferences just to chat
- Home vlogs
- Competitions
- Staff ambassadors
- Staff celebrations
- Regular remote 121's
- Streamed music stations
- Chat rooms for nonsense
- Chat rooms for ideas/solutions
- Set up internal training using
- Google Classroom
- Quiz nights

Houseparty

Houseparty is the face-to-face social platform where you can connect with family, friends and colleagues. The app makes connecting face-to-face effortless, alerting you when your friends are "in the house" and ready to chat so you can jump right into the conversation. It allows you to play online games and quizzes with others in your network simultaneously.



Fears have been raised of the safety of the app (which apply to any 3rd party apps) so make sure you read the terms and data use before installation.

Home Vlogging

Create a weekly highlight reel made up of home vlogs made by your teams. Just 30 seconds of video can be edited to show the realities of the current situation. Edit them with screen recordings from company video conferences and anything else your team choose to document. This could become external content highlighting company culture. When this is over it will be great to have something to look back on.

Competitions

Everyone likes a bit of competition. Foster your teams competitive edge by running a weekly competition.

Choose a theme that means people have to submit an entry and everyone else can vote. Maybe it's a photography or poetry competition, or even who can make the best meme? Give away a take-away voucher or just document it on a leader board to drive team engagement.

Chat Rooms/WhatsApp

In the office a chat room might seem like a terrible idea. But now everyone is remote, make it easy to replace the 'water-cooler chat' by creating chat rooms or WhatsApp groups. If you already have a chat function, create a space for people to chat for chatting sake. New ideas and conversations will be born, and you will find it brings people together as a group. Make sure you check GDPR regulations when using anything other than work contact data.



Quiz Nights

There are plenty of online quiz platforms, you can even host a good old fashioned 'pub-quiz' using Zoom or Skype. Just make sure they can't Google the questions. Our favourite programme for quiz nights is Kahoot.it. You can use your phone or tablet to play along, with reaction time and correct answers generating an overall winner. Multiple question types offer you choices, With full customisation options for paid customers.



Snap Lens

Snap Camera is a free desktop application that brings the fun of Snapchat Lenses to your computer! You can choose from thousands of Lenses, including classics made by Snapchat, and fresh designs from Lens Creators.

These can range from the absurd to the even more absurd. There are filters to bring colour and beauty elements, as well as an odd potato or dancing pickles. Creators can make their own branded filters giving you an easy way of branding your live streaming. The Snap Camera becomes an external camera meaning you can choose it in your streaming software as your main camera. It can provide a lot of laughs, just remember to turn it off before the serious meetings.



“However, don’t just rely on the gimmicky aspects of culture”

Look, I’m a potato

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The benefits of a positive business culture are both intuitive and supported by social science. According to James L. Heskett, culture “can account for 20-30% of the differential in business performance when compared with ‘culturally unremarkable’ competitors.”

But what actually makes culture? Each culture is unique and essentially comes down to a tonne of factors when creating one, but there are at least six common components of great cultures. Isolating those elements can be the first step to building a differentiated culture and a lasting organisation.

Use the boxes below to answer the questions, alternatively make each one an agenda item for discussion.

<h3>VISION</h3> <p>Is your vision still the same?</p>	<h3>VALUES</h3> <p>Do you have to change?</p>	<h3>PRACTICES</h3> <p>What changes day to day now?</p>
<h3>PEOPLE</h3> <p>How to manage it all remotely?</p>	<h3>NARRATIVE</h3> <p>Where is the water cooler chat now?</p>	<h3>PLACE</h3> <p>Is the office still valid?</p>

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