

The Future of Company Culture | 5.11.21 | [EPISODE PAGE](#)

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What is Company Culture?

- A set of beliefs and behaviors
- Defined at the top, driven by the organization

Hiring for Culture Fit

- Culture should show up in job descriptions and interviews; culture fit = hiring metric
- Interviews should be designed for mutual selection -- candidate should pick the right company and vice versa
- "Your vibe attracts your tribe"

Designing Roles for Engagement

- At SOCIALDEVIANT, roles are designed for people to spend 85% of their time in the overlap of the following Venn diagram:
 - Matters to you / Matters to me / Matters to us
- At Braviant, a similar thought process is used to design roles at the intersection of:
 - Business need / Skill / Passion

Leading through the Pandemic

- Survey: people want (a) connection, (b) safety/security, and (c) stimulation/inspiration
- Employees were offered counseling, home office stipends, virtual team events (optional)
- Process was iterative -- constant reevaluation of effectiveness
- People stepped up in surprising ways, helping each other, the team, and the company

Looking Ahead

- Simplify by focusing on cultural values
- Double down on investing in people
- More intentional focus DE&I (Diversity, Equity, and Inclusion) via recruitment and training
- More transparency from leadership

Lessons learned

- There is no one answer; survey your people and listen to their feedback

For the full recording, visit the [Future of Work](#) website or check out the Future of Work podcast on [Spotify](#), [Apple](#), or [Amazon](#).

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