Our Take: 2020's Biggest Contribution to Work? A Positive Corporate Culture

By Corporate Synergies
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UR Take
A Corporate Synergies Perspective

There's no shortage of clichés and overused adjectives to describe the ways 2020 is like no other year in recent history. *Unprecedented*, *uncertain* and *unimaginable* immediately come to mind, but they're just a few. How do we create a positive corporate culture in the midst of triple crises?

From the COVID-19 outbreak to economic collapse and a burgeoning national conversation on racial bias, each member of our four-generation workforce has been impacted by the reverberations of these historic moments.

In times like these, it's best to remember that we're all human. For leaders, that might mean a show of vulnerability, acknowledgment of shortcomings or resolve to do more. As Merilee A. Kern writes for Fast Company, "When it's genuine, showing vulnerability can foster a magnificent mélange of respect, admiration, empathy and loyalty," the top ingredients for a positive company culture.[1]

2020 is exposing the need to build a positive corporate culture that works for all.

To their benefit, employers have been scrambling to help increasingly stressed-out workers, as well as responding to the legitimate concerns of a public looking for diversity in leadership. But, there's always room to do more, and allowing space for vulnerability and open conversation will build a culture that can withstand challenging times.

Our recommendation to clients has always been to create the best employee experience possible, because it will lead to a strong corporate culture, and that positivity will radiate to the customer or end-user. Employee education and communication plans, fair compensation packages and dynamic leadership are great ways to reach that goal. ∎

[1]Fast Company, "Why Vulnerability Will Be a Key Trait For Leaders Post-COVID-19"

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