

PAPER Orange

FROM THE
O.C. TANNER INSTITUTE

WE ARE COMMITTED TO
RESEARCHING AND SHARING
INSIGHTS THAT HELP
ORGANIZATIONS INSPIRE AND
APPRECIATE GREAT WORK.

THE 6 ASPECTS OF WORKPLACE CULTURE EMPLOYEES CARE ABOUT MOST

Workplace “culture” is trending everywhere. The culture-chasing trend has led to office space redesigns, wellness programs, on-site massages, and unlimited free food. Everyone wants to be like Google or Apple. But which cultural traits that feel authentic to your organization will attract top talent, inspire people to achieve, and make them want to stay?

Read on to learn more.

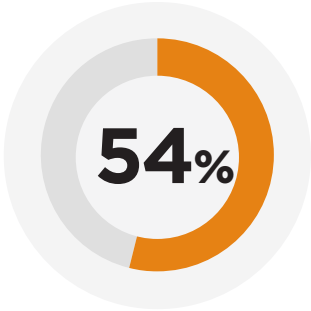
Groundbreaking research on 10,000 employees in 12 countries reveals 6 things employees look for in a great place to work. A company that excels in these 6 areas will become irresistible to high-caliber employees. That's why we call them Talent Magnets.



1

PURPOSE

Definition: connecting employees to your organization's reason for being or the difference you make in the world. Purpose plays a large role in engaging employees, yet many don't find it in their current organizations.



Of employees say their organization's purpose motivates them



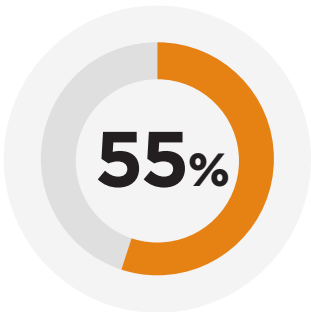
1 IN 5

1 in 5 employees believe there is no reason for their organization to even exist

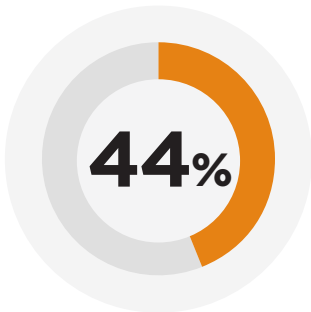
2

OPPORTUNITY

Definition: providing employees the ability to learn new skills, develop, and contribute. Opportunity doesn't have to just be promotions up the ladder, it can be learning and growing within their current job role.



Of employees agree that they regularly learn new, valuable things in their current role

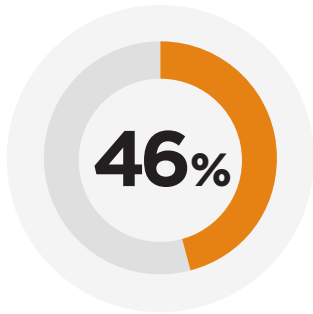


Of employees feel stagnant or stuck in their current role

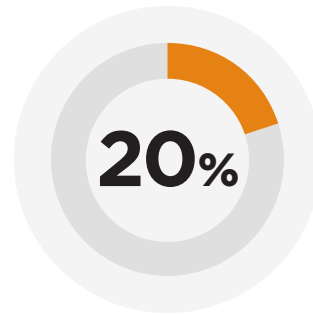
3

SUCCESS

Definition: employees are innovating, doing meaningful work, and feel like part of a winning team. Employees crave success, but companies often fail to give them all the tools to accomplish it.



Of employees say their organization feels like a winning team



Of employees say they do not do their best work because no one else in the organization does

4

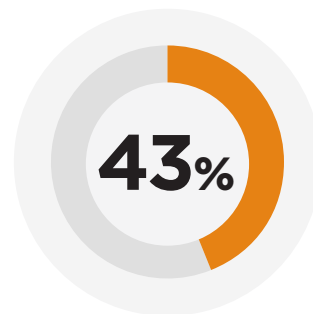
APPRECIATION

Definition: people feel valued and appreciated for their unique contributions. Appreciation comes in many forms including compensation, benefits, interactions with others, but rewards and recognition have a dramatic effect here, particularly when they are authentic, sincere, and personal.



ALMOST HALF

Almost half of employees believe their organization takes them and other employees for granted

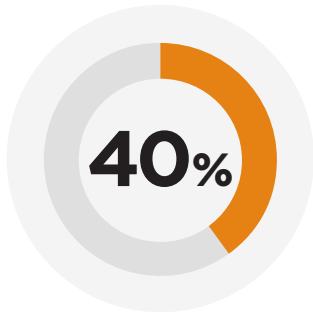


Of employees think their organization rewards high performing employees

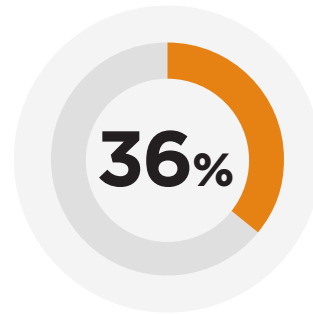
5

WELLBEING

Definition: paying attention to the whole person. It's not just about counting steps and tracking water intake. It's about consistently working to improve employees' physical, social, emotional and financial wellbeing.



Of employees agree that their job creates a great deal of negative stress in their life



Of employees believe their situation at work is hurting their ability to be happy in other aspects of their life

6

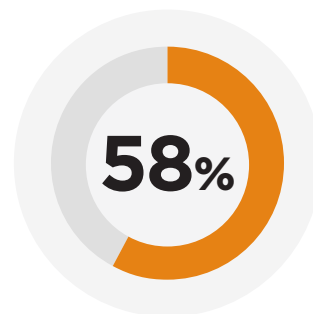
LEADERSHIP

Definition: there's a keen difference between bosses who tell you what to do and leaders who help you accomplish something. Good leaders are mentors who create a sense of camaraderie and shared decision-making.



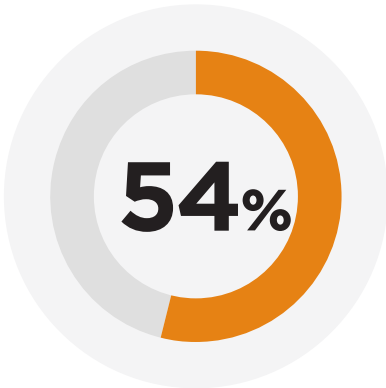
1 IN 4

More than **1 in 4** employees do not trust their direct manager

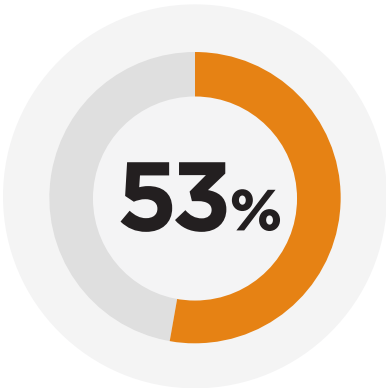


Say their direct manager does not help them connect their work to something bigger

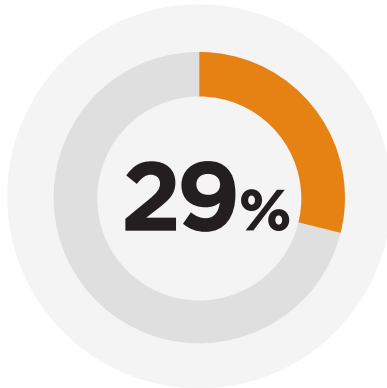
Companies that perform just a little better at all 6 talent magnets see dramatic results including:



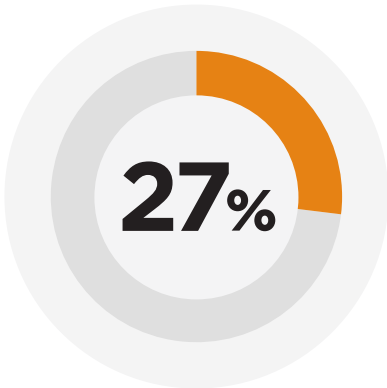
More likely to have employees that are Promoters on the standard NPS scale



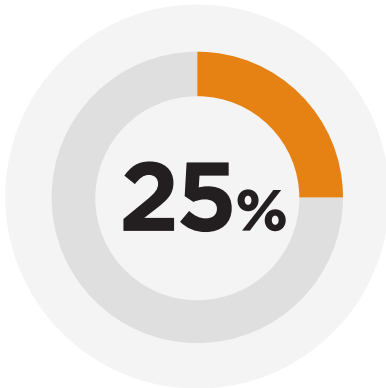
More likely to have highly engaged employees



More likely to have employees innovating and performing great work



More likely to have increased in revenue in the last year



More likely to have growth in team size in the last year

Want to see how your organization stacks up?

Participate in our comprehensive culture assessment that's based on the 6 Talent Magnets. We'll uncover your organization's strengths and weaknesses and provide actionable insights you can use to improve workplace culture. Email culture@octanner.com to be put in contact with one of culture and engagement specialists. Mention this orange paper for special pricing.

Learn more about how these 6 culture aspects can influence greatness in your people [here](#).