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**Culture Redesigned for a WFH Inclusive Workforce**

by **Kim Clark**

DE&I and Employee Communications Consultant

**Ragan Consulting Group**

*Culture is no longer to be designed by office culture.*

It must be re-designed and co-created as a work culture, so we can reimagine how to build culture for remote and office workers. With the exceptions of organizations that have intentionally hired talent distributed around geographies, most have approached culture as office-first (or HQ-first). Socials, events, town halls, catered lunches and more are go-to perks in attracting and investing in talent at headquarters. This can lead to colleagues who sit in lux conference rooms hardly remembering their dispersed co-workers who are dialing in for calls and meetings.

With many organizations showing success with work from home (WFH) and the need for many employees who prefer to work remotely due to COVID-19, we must pause and examine culture in a new and inclusive way.

**Here are 10 tips to consider:**

1. **Values:** Look at your organization’s values and ask how they can be adjusted to be more inclusive of out-of-office employees and set them up for success.
2. **Town Halls:** Adjust meetings to resonate with WFH employees as well as in-office team members. This includes designing slides for video conferencing (such as using large fonts) and training executives to look into the camera(s) instead of just those in the room.
3. **Meet-ups:** Where folks who live in the same city, sponsor local gatherings at restaurants or parks so employees living in the same city can meet in-person locally. Get photos and videos from the events and post them on your digital workspace or intranet channels. Everyone wants to be seen, heard and valued, so also design ways for remote employees to easily post content and thoughts as well.
4. **CSR:** Amp up volunteer opportunities in local areas along with local giving. By completing community-focused events, you have more photos and videos.
5. **Meet-and-Greets:** Think of ways to introduce new team members in a remote-friendly way that doesn’t involve taking the new person out to lunch on their first day.
6. **Goal Setting:** Train managers to view and trust their teams in new ways. Re-imagine performance reviews, goals and more. Without “seeing” someone working at the physical desk in the office, distributed employees will be very productive while working variable hours, so focus on outcomes and aim for quality over quantity.
7. **Employee Feedback:** Feedback channels are crucial to keeping a pulse on remote employees’ thoughts. Ensure your channels are those employees already use or are where they are (such as their phones). Ensure all employees feel safe to give feedback.
8. **Face-to-Face Events:** Still have in-person meetings and socials (when safe to do so) and invite dispersed employees. Include these activities in your budget and make them consistent and sustainable long-term.
9. **Encourage Conversations:** Internal tools such as Slack are key to keeping up with casual conversations that happen in the break room. Encouraging and using emojis in company communications can mirror these conversations. Find out where your employees are and meet them there to join and encourage the conversation.
10. **Leadership:** Work with executives to ensure teams have regular stand-up meetings, regardless of physical locations, for intentional daily team contact.

*Remember, your executives, managers and individual contributors have learned how to productively work from home.*

Combine these learnings with remote employee feedback as you reformulate the “next normal” for your organization and redesign a more inclusive work environment, no matter where employees reside.

*Kim Clark is an affiliate consultant with*[*Ragan Consulting Group*](https://www.raganconsulting.com/)*and specializes in diversity, equity and inclusion communications, culture, and employee communications. She leads the Conscious Communications group on LinkedIn and you can find her on Twitter:*[*@KimClark1*](http://www.twitter.com/KimClark1/)*.*