



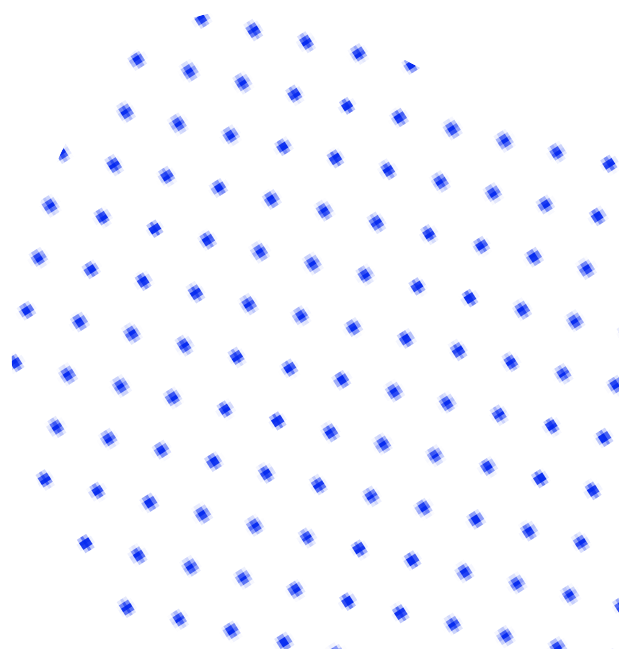
Culture Matters: The 2024 Guide to Transforming Your Company Culture



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ENGAGING YOUR TEAM

6 TYPES OF CONVERSATION STARTERS

- **1. PHOTO CHALLENGES**
- **2. PERSONAL QUESTIONS**
- **3. GENERATIONAL**
- **4. TRAVEL**
- **5. ASPIRATIONAL**
- **6. FOOD**

The conversational topics/themes above can be used to organize the creation of various questions to ask your team on a weekly basis. These themes are proven to increase participation across most teams.

Use some of the examples on the next page as a creative launching point for crafting some of your own. The more personal and customized to your team, the better the response.

"WHAT'S THE BEST PART ABOUT WORKING WITH SALLY?"

PHOTO CHALLENGES

- What did you look like as a baby? Share a baby photo below.
- Share a photo of something most people don't know about you
- Show and tell! Pick anything in your immediate surroundings you'd like to share – person, animal, inanimate object, funny, sentimental – it's all fair game! Share a photo and why you chose it.

PERSONAL QUESTIONS

- Do you have a hidden talent?
- Name a thing that costs less than \$5 but gives instant happiness
- What's your Myers–Briggs personality type?
- When someone finds out what you do, or where you are from, what question do they always ask you?

GENERATIONAL QUESTIONS

- What was your first phone?
- Do you remember writing on VHS tapes with sharpies?
- When you hear the name "Harry," who comes to mind?
- Who is the oldest person you know personally? What interesting stories have they told you?

TRAVEL QUESTIONS

- Have you ever been on a cruise? Where did you go?
- What's your favorite thing about the place where you live?
- Any good vacations planned in the next year?
- How many countries have you visited outside your own?

ASPIRATIONAL QUESTIONS

- What's the number one thing on your bucket list?
- What do you think the ideal age to be is?
- If you were reincarnated, what would you want to be?
- If you were famous for something, what would it be?
- If you could build your own theme park, what would the theme be?

FOOD QUESTIONS

- When you were a kid, what was your favorite meal?
- What's the most bizarre thing that you've ever eaten?
- What does your perfect breakfast look like?
- Is a taco a sandwich?
- How you do like your water? with ice? no ice? infused with fruit? sparkling?

CELEBRATING INDIVIDUALS & DIVERSITY

5 TYPES OF CELEBRATIONS TO BOOST INCLUSIVITY

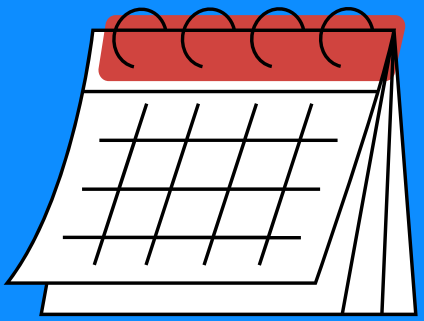
➤ **BIRTHDAY CELEBRATIONS**

➤ **WORK ANNIVERSARIES**

➤ **AWARENESS DAYS**

➤ **HOLIDAYS**

➤ **NOMINATIONS**



Celebrations are an easy way to make sure your team feels acknowledged and seen on a regular basis throughout the year.

Although birthdays and work anniversaries are the most common ones to begin with, think about celebrating awareness days too -- these can be a great way to improve diversity, equity and inclusion across your team.



**CELEBRATING INDIVIDUALS &
DIVERSITY**

AWARENESS DAY EXAMPLES

JAN 16: WORLD RELIGION DAY

FEB 20: WORLD DAY OF SOCIAL JUSTICE

MAR 8: INTERNATIONAL WOMEN'S DAY

APR 22: EARTH DAY

MAY 17: DAY AGAINST HOMOPHOBIA

JUN 8: WORLD OCEANS DAY

JUL 24: SELF CARE DAY

AUG 12: INTERNATIONAL YOUTH DAY

SEP 21: INTERNATIONAL DAY OF PEACE

OCT 10: WORLD MENTAL HEALTH DAY

NOV 13: WORLD KINDNESS DAY

DEC 10: ANIMAL RIGHTS DAY

Reminder yourself to celerbate these awareness days with your team by adding them to your calendar at the beginning of the year (or by using a software program that integrates directly into your team's communication system, such as Slack).



IDEAS TO

INCENTIVIZE WELL-BEING & MENTAL HEALTH ON YOUR TEAM

**› WEEKLY HEALTH TIPS &
SUGGESTIONS**

› DAILY DOSE OF INSPIRATION

**› ENCOURAGE MOVEMENT, BREAKS
AND AN ERGONOMIC WORK STATION**

Wellness, mental health and physical health tends to get deprioritized on the initiatives list for a lot of people teams, however, a little bit of effort can go a long way.

For example, coming up with health tips to send your team on a weekly basis or encouraging team members to share photos of themselves on an exercise or wellness break can instantly send a message that your company cares about people.



IDEAS TO

BUILD A CULTURE OF APPRECIATION

**1. SHARE POSITIVE FEEDBACK ON A
REGULAR BASIS**

**2. CREATE A PEER REWARDS
PROGRAM TO ENCOURAGE SHARING**

**3. ALLOW FOR ANONYMOUS
FEEDBACK**

**4. RUN A NOMINATION CONTEST
EACH MONTH**

**5. HAVE A DESIGNATED SUGGESTION
BOX AND VOCALIZE APPROPRIATE
SUBMISSIONS IN TOWN HALLS**



BUILDING A PEER REWARDS SYSTEM THAT WORKS



Setup a monthly points allowance

Setting an allowance on how many points employees can give out each month ensures they use them wisely.



Mandatory points when sharing

Similarly, make the sharing of points required and you'll see employees take them more seriously.



Make gifts/rewards obtainable

Any gifts/rewards you setup should be reachable - if nobody can ever cash points in for gifts, there's no incentive to try.



Pick a day to encourage shoutouts

Keep the idea of public praise front and center by asking the team once a week to share their kudos for one another.



Align rewards with cultural values

By instructing your team on how you'd like praise to be shared (alongside a cultural value) you bring your org's values to the forefront.

WHY BUILDING A CULTURE OF APPRECIATION MATTERS



Abigail Caldwell

VFAIRS, HR & PEOPLE BUSINESS PARTNER

"Receiving appreciation elicits the feeling of excitement, validation, and joy. There is the age old saying "people may not remember what you've said, but they will always remember how you made them feel"; I believe that appreciation is the most powerful cultural impact that one single person can make."



Olya Yakhzina

SWITCHEE, HEAD OF PEOPLE

"When a goalkeeper saves the team, everyone cheers. Celebrating your teammates for their contribution to the common goal is not unlike bonding over a great soccer match! Appreciated teammates feel seen, recognized and accepted. This contributes to their feeling of equity, inclusion and belonging in your company culture."



Traci Chernoff

LEGION, SENIOR DIRECTOR EMPLOYEE ENGAGEMENT

"Creating a culture of appreciation in the workplace is essential for fostering a positive environment and motivating employees to reach their full potential. Appreciation is an invaluable tool for helping teams achieve success and encouraging a sense of belonging."



Brittinay Lenhart

WORK CULTURE CONSULTANT

"Building a culture of authentic appreciation goes far, because not only does it feel good to get appreciated, it also feels good to give it! Everyone wins and this helps boost morale all around."

VIRTUAL GAMES

**YOU CAN PLAY WITH
REMOTE TEAMS**

- › JEOPARDY/TRIVIA
- › GEOGUESSR (.COM)
- › SKRIBBL (.IO)
- › JACKBOX
- › GUESS WHO



TEAM CULTURE RECIPES

Using CultureBot

RECIPE FOR: TEAM POSITIVITY



PEER REWARDS

Peer rewards tie in nicely with team shoutouts. Setup a points allowance employees can use to redeem gifts and rewards for an extra boost.

TEAM CELEBRATIONS

Celebrate the basics, and then some -- team birthdays, work anniversaries, and key awareness/inclusion days.



TEAM SHOUTOUTS

Sending and receiving shoutouts are one of the best ways to quickly level up your team appreciation game. Customize these to fit your cultural values and you're off to the races.



RECIPE FOR: TEAM TOGETHERNESS

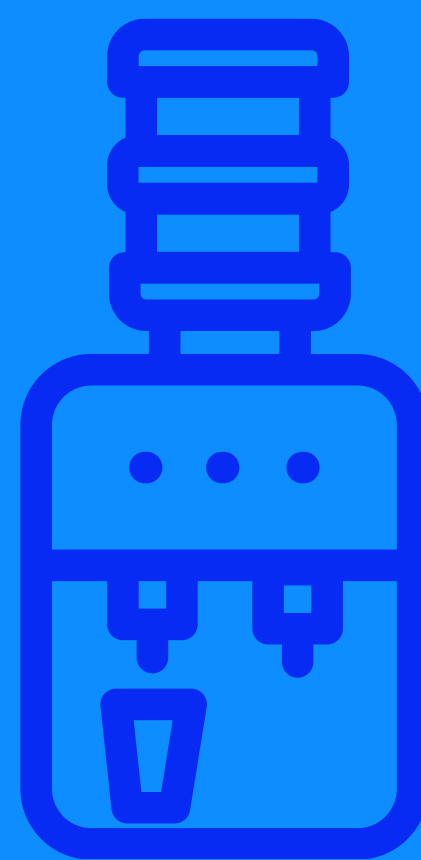


EMPLOYEE INTROS

Employee introductions help with team members new and old. Use them to connect existing teammates in groups of 2 or more every couple weeks, and/or use them to facilitate connection making for new employees.

WATER COOLER TOPICS

Water cooler topics are unique conversation starters that you can send inside Slack to get teammates chatting. We recommend starting with the photo challenges pack!



WELCOME SPOTLIGHTS

Send a nicely formatted welcome graphic to new hires inside Slack.



RECIPE FOR: TEAM HEALTH & WELLNESS



MENTAL & PHYSICAL HEALTH TIPS

Health and wellness programs can often times be an after thought, especially if you're at a smaller company. Remedy this by scheduling health tips inside CultureBot to send to a Slack wellness channel each week.

SCHEDULED FUN

Who doesn't like a little fun every now and then? Use trivia on-demand inside CultureBot to kick up some competition on a daily or weekly basis with your teammates. Schedule trivia ahead of time to give your team a regular break in their day.





**CULTUREBOT IS AN ALL-IN-ONE
SLACK APP FOR IMPROVING YOUR
TEAM'S CULTURE.**

**IT INSTALLS IN MINUTES AND CAN
HELP YOUR ORGANIZATION
INCREASE EMPLOYEE ENGAGEMENT,
BELONGING & APPRECIATION.**

**CULTUREBOT IS FREE FOR TEAMS OF
25 AND UNDER.**

Get started free today at
getculturebot.com