



## **Culture is what Motivates and Retains Talented Employees!**

Every decision your organisation makes strengthens or weakens your culture. A healthy workplace culture—one that is fair, inclusive, high-functioning, and free from harassment—is a critical business asset and force multiplier.

Genuinely caring about your colleagues is a huge motivator for people to create and cultivate a safe work environment, which is essential for a healthy culture. Nowadays, employees understand the direct link between their organisation's success and other unwavering commitments, to living their values – ferocious integrity, unflinching courage, passionate service, collective ingenuity, and a champion's heart – every day. Being a values-based organisation enables companies to attract and retain top talent, provide outstanding service to the clients, uphold the reputation for doing the right thing, and make choices that reflect their values, even during difficult times.

## How can HR professionals enable and encourage this values-driven behavior?

HR is often the first line of support for employees and leaders – no matter what the topic, they turn to HR for guidance, insight, and information. HR are the champions for all people-related topics. This is both a great opportunity and a big responsibility.

Embracing diversity and inclusion is also a big part of a healthy workplace culture. Inclusion is more than a concept, it is who we are—a place where we know we can truly be ourselves.

These differences lead to unique ways of thinking and approaching challenges—something that is truly valued as a multicultural community of problem-solvers.

HR experts need to be ready with the smartest policies, the best possible training, and optimal guidance (even when it is not popular) to create a thriving workplace culture. Creating an environment and a culture that protects all employees is what empowers leaders and dreamers to bring their whole selves to work every day.

**“The number one predictor of your success in today's borderless world is not your IQ, not your resume, and not even your expertise. It's your CQ (Cultural Intelligence)”**

**-David Livermore**

## What is the Cultural Intelligence?

Cultural Intelligence is one of the key skills necessary to get along with people from diverse cultures. This capability is very vital to succeed in the 21st Century if you live, work, and do business with people from different cultures and backgrounds. With the opportunity to meet, interact, and work with diverse people comes the challenge to get along and succeed in what we do individually and collectively. This challenge is understandable. One may have extraordinary social intelligence when it comes to interacting and working with people who are within his/her native culture. The individual knows the customs, beliefs, and anathemas very well. Thus, getting along is relatively easy since he/she communicates, interacts, behaves, and acts according to the cultural codes without offending and entering any misunderstanding and conflict with others.

David Livermore, the author of 'The Cultural Intelligence Difference', wrote, *"The number one predictor of your success in today's borderless world is not your IQ, not your resume, and not even your expertise. It's your CQ (Cultural Intelligence), a powerful capability that is proven to enhance your effectiveness working in culturally diverse situations."*

In today's dynamic markets, good Talent is harder to find and keep. Offering generous paychecks is not enough. Employees seek good working conditions, beneficial relationships with management and recognition. Attracting and retaining enthused Talent is the top priority for organisations today. So, **how do you retain the best resources and keep them motivated?**

Here are some ways **to motivate and retain the best talent:**

- 1. Get to know your employees:** Be creative when it comes to retaining your employees. Spending a little extra time with your team member will prove worthwhile.
- 2. Invest more time in the hiring process:** Hiring takes a lot of time, but it certainly pays off when you find the right person.
- 3. Create a positive work culture:** The work environment should be one of collaboration and team focused.
- 4. Allow paths to promotion:** Employees' needs are always evolving, so you can help them grow and inspire loyalty by offering opportunities for advancement tailored to their skills and goals.
- 5. Other Financial Awards:** One must consider offering financial awards or other awards for employees who meet performance goals and stay for a predetermined period of time.

At TTM, we developed a proven track record in designing, deploying, activating, and sustaining **Culture Transformation** systems in various organisations. We focus on the fundamental concept of understanding and describing, both qualitatively and quantitatively, the nature of the relationship between an organisation and its employees, while humanising the experience along every step of the way, and providing insights, actions, and customized long-term value.

Take our Culture Readiness© Assessment and discover how ready is your Culture for the new era: <http://assessment.ttmassociates.com/>