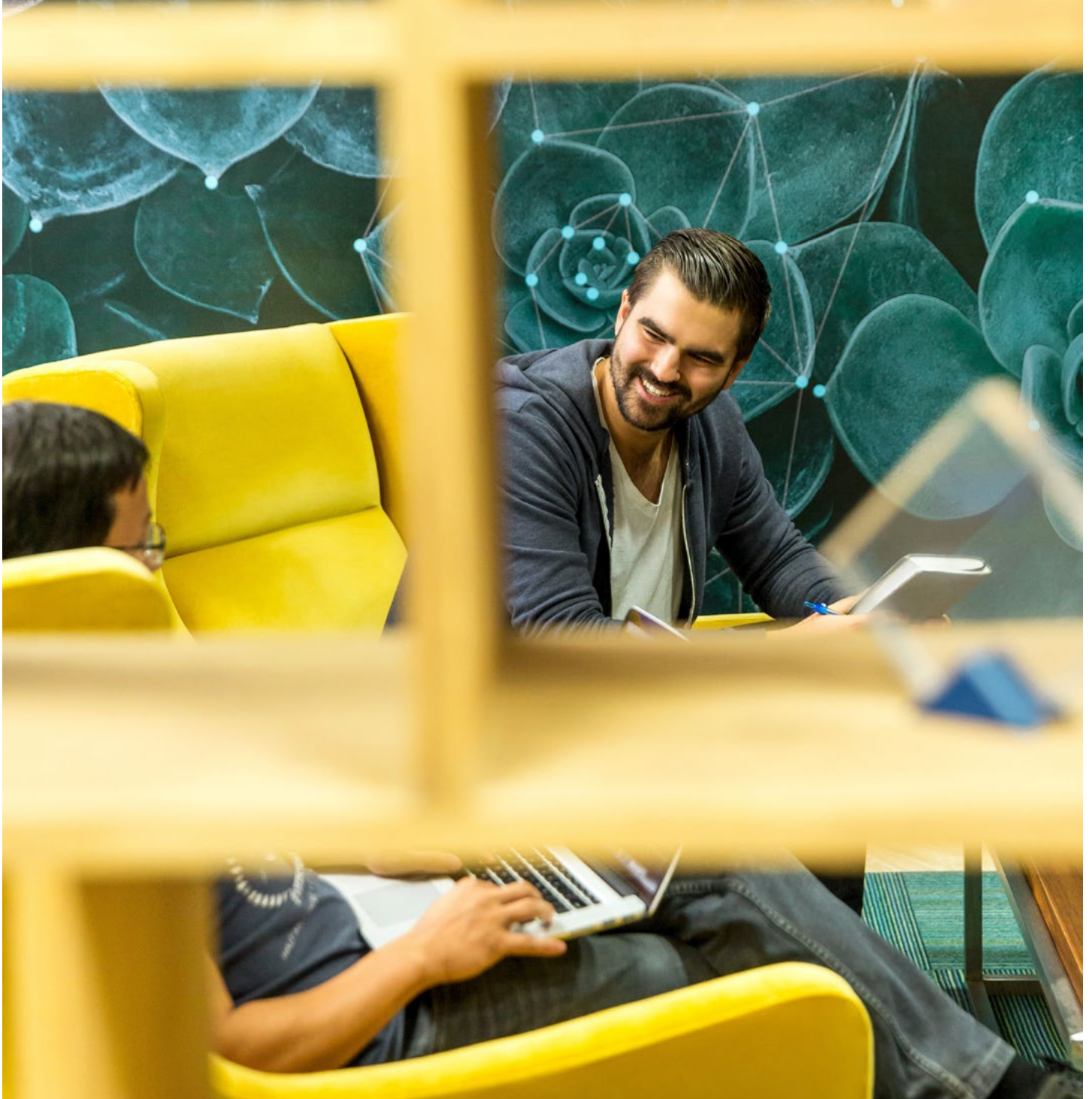


WHO ARE YOUR CULTURAL ARCHITECTS?



Workplace culture is a shared set of values and behaviours shaped by business leaders. Every business has cultural values, even if they have evolved unintentionally as a bi-product of historical policies, leaders and attitudes. In this article we are highlighting the power of culture and how creating a strong, positive and influential workplace culture can develop your approach to talent resourcing and ultimately your business success.

Workplace culture is a topic often celebrated for its morale and productivity boosting properties. Often businesses set values and hold these values against objectives, yet there is no behavioural activity to embed these values into everyday habits and thought processes. It's only possible to achieve the above if your core cultural values are lived and breathed daily in a congruent and engaging way.



CULTURAL ARCHITECTS

Cultural architects are natural players within your business who encompass your values and drive these via their own behaviours. These cultural architects are often already in place – once identified it's then just a matter of engaging them to become more visible

When recruiting into or around these natural players it's easy to focus on people's skills, and absolutely, these are important to building or kick starting a team. However, it's how people behave within that culture that determines the longevity and success of the team. A team that embraces and engages within that culture and drives the right behaviours will be a team that not only communicates and delivers more efficiently in the short to medium term but will continue to do so in the long term.

ARCHITECT YOUR BUSINESS CULTURE

Review your culture, is it artificial or do your team share the business vision and values? When was the last time you asked your team if they know the business vision and values? As a leader it's your integrity and courage to stay true to your vision and values that makes the difference.

It's never too late to cultivate a successful workplace culture. Take your time to determine your own cultural values and the behaviours you expect from your team. Identify your own cultural architects, to help deliver your message and embed the behaviours needed to motivate the rest of the workforce.

When hiring focus on values and behaviours as much

as skill set – does this person aspire or fit our values? Re-enforce culture as part of your career package, positioning it as a benefit that aids greater job satisfaction and mental health. In today's society where job satisfaction and security are of upmost importance, defining a workplace culture that unites talent gives you a competitive edge.

FUTURE TALENT

Today's talent wants meaningful work. In a market where we're now seeing the emergence of new Gen Z employees, we see more than ever how important it is to define a workplace culture. Gen Z have grown-up in a social media landscape, one in which they have a voice and platform to make a difference. Could this generation be catalysts for a new wave of cultural architects? Are Gen Z already your natural players – Those who drive optimism, and value culture above financial reward but can see the link between the two. Leaders who nurture this new talent will gain potential future cultural architects who can help ensure future business success.

Creating your business culture is not about plastering your values across your office walls. It's about defining and living your unique set of behaviours, choosing your catalysts for change and continually nurturing your talent. It's an ongoing process which requires integrity, dedication and constant motivation. Invest time in recruiting and developing your cultural architects as these are the people who will help transform your business into a cultural success.



Rob Riley,
Owner



A WORD FROM ROB

Apply Recruitment formed after 18 years working in Technology recruitment. My attention has always been on building trust to further relationships and it's through close relationships that I've successfully supported both clients and candidates in multiple roles, re-structures and business transformations throughout the UK. Apply Recruitment is a business that champions creativity and forward thinking. A progressive team culture is absolutely key at Apply, so I'm sharing my thoughts on why defining and sustaining a business culture is vital for both future talent resourcing and business success.

ABOUT APPLY RECRUITMENT

Based in Manchester, Apply Recruitment deliver technology recruitment advice and support. With over 25 years' combined experience we operate a relationship-first approach that has established lasting connections with both candidates and clients

We work closely with our candidates to ensure their next role aligns with their drivers and career growth. Ensuring a successful people blend is extremely important, and our team value character and cultural aspects as highly as experience when it comes to every appointment.

We work together with our clients as an extension of their team to introduce talented people into business structures. Engaging the right people involves a thorough understanding of not just the role and business make-up but also the cultural factors and potential future opportunity.

With a proven track record placing senior leaders across the UK we are proud to say we're now supporting them as they build their teams around them. 83% of our business is repeat business from our valued clients.



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