

CODE

Culture

W O R K B O O K

 TINYpulse® × *Salted Stone*



What is a Culture Code?

For nearly every organization, operating at all levels of maturity in the B2B or B2C space, explicitly defining company culture is an often overlooked but remarkably impactful exercise.

Taking the time to develop and document an authentic culture code can be absolutely critical when trying to accurately market and differentiate your organization to potential hires, clients, or partners. It's also the key to creating an effective About Us or Company Information webpage, and can be tremendously helpful when looking to chart the path for growth, retain top talent, establish benchmarks for employee success, and develop a concrete mission statement.



Inspiration from Salted Stone + TINYpulse

At Salted Stone, we've been operating around the core tenants of our culture code for over a decade. Though it's been updated over the years, today's version is fundamentally similar to the very first iteration. Standing behind these values has enabled us to scale during a global merger and through particularly high growth periods.

Salted Stone

1. We empower our people to help shape what's next for us.
2. We think in terms of sustainable growth, and work to craft the future of digital every day.
3. We like autonomy, but we like each other too.
4. We strive to do work that we love.
5. We place attitude & effort before perfection.
6. We believe clients are a gift to receive with gratitude and handle with care.
7. We hire with purpose, and resolve to treat every member of our team according to their intrinsic dignity.
8. We respect processes by improving upon them all the time.

At the heart of TINYpulse's mission are our company values. We live and breathe these values — they guide every major decision we make. And they create a culture that delights our customers and our colleagues.

TINYpulse®

1. Delight customers
2. Elect to spread positivity
3. Lead with solutions and embrace change
4. Increase communication with transparency
5. Go the extra mile with passion
6. Hold oneself accountable
"Big Freedom = Big Accountability"
7. Treasure culture and freedom

What are the **core elements** of a Culture Code?

YOUR CULTURE CODE SHOULD ADDRESS THE FOLLOWING...

✓ **Approach to Growth.**

How does your organization view team expansion and organizational growth?

- Organic growth: hiring based on need, to fill a specific position
- Inorganic growth: mergers, acquisitions, reductions, etc.

✓ **Diversity.**

How are you fostering cultural and demographic diversity within your current team?
What about new hires? Do you associate metrics and goals to your diversity initiatives?

✓ **Organizational Mission & Values.**

What does your brand stand for? What are your priorities?

- Are these demonstrable in the workplace?
- How are you upholding these beliefs in practice?
- Are these values unique to specific teams or departments?
- Culture alignment framework: Is there a link from the company culture to the strategy of the business? A simple example of this is: company vision/goals > economic drivers of the organisation > culture (motivates and drives teams/workforce to fulfil the economic drivers) > company growth

✓ **Company Structure.** How is your organizational chart designed?

Remember to also consider reader accessibility, when publishing your culture code.

Think about ways to make this information available to folks who may not speak the same language, or those with disabilities.



Workbook Questions

TAKE TIME TO DISCUSS AND ANSWER THESE WITH YOUR TEAM

What are your attitudes toward **autonomy vs collaboration**?

Do you prioritize **equality or hierarchy**?

Do you encourage **risk taking or prefer cautious approaches** to problem solving?

Do you offer **opportunities for advancement** and strive to promote internally?

How important is **career guidance and development**? Do you ask managers to lead these conversations or expect individuals to drive their own professional growth?

How much flexibility is there around **restructuring and refining process**?

How do you gather **employee feedback** and make actionable changes based on those sentiments?



Do employees have the ability to affect change? Do they have a say in the future of their organization?

If yes...

- What does this process look like?
- Are your managers aggregating this information and reporting to leaders or can individuals pitch ideas or share thoughts directly with leaders?
- Why is the ability to effect change important to your organization?

If no...

- How are employee sentiments being recorded or shared?
- Who makes decisions for the company and why?

How important is transparency? What actions does leadership take to communicate goals and company performance to the wider team? What structures are in place to ensure employees have the information they need to succeed in their roles?

What are two or three critical company metrics for success? How are these measured?



How regularly are you stress-testing your values?

Where are these values present in your organization?

- Physical workplace environment
- Onboarding
- Employee recognition
- Exits and farewells
- Meetings and communications
- Professional growth and development
- Performance management
- Employee feedback initiatives
- Leadership training and development
- Team-building, volunteering and off-site activities

How do you feel you are contributing to your industry at large?

- Are you networking with peers in your industry but not in your organization?
- How are you 'giving back' to others in the field? If you aren't currently, do you want to be?

What team-wide rituals/activities do you regularly schedule?

How do you recognize your employees, in either a public or internal way?

Does your organization promote ethical behavior?

Which words, emotions, ideas do you associate with your brand?

Off-site culture: Does your culture translate easily for workers who primarily work from home or remote spaces? And does your culture remain present at post-work activities?

How do you develop and **establish your culture with freelance/contracted employees?**

Do the company policies and procedures (and systems/processes) reinforce the values that the company identifies with? I.e. Decision making policies are collaborative in approach supporting a value of empowerment or collaboration.

Do you pride yourselves on providing a great physical work environment? Do the offices and workspaces reflect the culture of the company? Are there collaborative spaces etc.?

How much work-life balance/flexibility is offered? Does the company structure allow employees to who regularly work from home or remote locations? Are there freelance or contract teams in the company structure?

REMEMBER!

Before publishing your culture code remember to check spelling, grammar and syntax, select persuasive and clear language, and set reminders to update it periodically.





When you're ready to optimize your people operations, attract and retain top candidates, and leverage employee surveys to increase employee engagement, talk to TINYpulse about their platform.

GET IN TOUCH

Salted Stone

For best practices around process and talent development during high-growth periods, talk to Salted Stone.

GET IN TOUCH

LET'S TALK.