



# Creating a strong Company Culture in the Hybrid Era

By Christina Brun Petersen



# About Worksome

**Founded:** Worksome was founded in Copenhagen in January 2017.

**Offices:** we currently have offices in Copenhagen, New York and London. Copenhagen being the HQ.

**People:** 120 in total. A combination of full time, freelancers and remote.

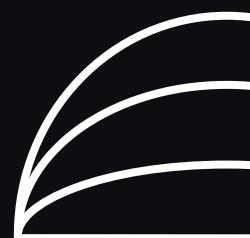
**Mission:** Our mission is to make work better by giving people and businesses ultimate freedom to work in the most flexible way possible with zero friction.

We want to make managing your contingent workforce fast and painless by automating freelancer and contractor payments, billing, and compliance processes. Worksome's all-in-one solution saves companies time and money and reduces risk - making the flexible future of work a reality for both businesses and workers across the globe.

For more information, visit [www.worksome.com](http://www.worksome.com).



# Flexibility and culture are the new expectation



In the new era of work, two key trends are emerging:

- 1) Flexibility at work
- 2) A strong company culture

Driven by:

- Gen z
- The Great Resignators

Accelerated by the impacts of COVID-19



# Should flexibility at work be the new norm?

+50%

67%

80%

would like their organizations to adopt more flexible and [hybrid working models](#). (McKinsey)

[of Millennials](#) feel that flexible remote working enables a better work-life balance (Deloitte) and, employees who can maintain a healthy balance are 21% [more motivated](#) and productive. (CEB)

would be more loyal if they had [flexibility at work](#), which speaks for itself. (FlexJobs)

**Flexibility** needs to be approached holistically to be effective and sustainable

**True flexibility** is more than from where & when we work. It also **incorporates our individual preferences** for how we learn, collaborate and express ourselves - to encourage both motivation and innovation from the bottom up.

Introducing

## The 7 Pillars of Flexibility

Autonomy
Collaboration
Values
Diversity
Education
Location
Time

*Read more here*

Forbes

LEADERSHIP  
The Seven Pillars Of  
Flexibility

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Forbes Human Resources Council

# A strong **company culture** needs to be driven by leadership and data & tools



## Leadership

Leadership must shift from a control mindset to a trust mindset

Management needs to ensure and facilitate three key aspects to uphold a successful culture:

- Trust
- Transparency
- Inclusion



## Data & tools

Culture should also be driven from the bottom up and evolve based on employee feedback

Data and tools should be used regularly to:

- keep a pulse on the existing culture - what's important and how are we doing?
- measure success of cultural initiatives
- drive optimizations and iterations of the culture
- Support collaboration and engagement

# How data helped Worksome prioritize employee wellbeing

Tool: Platypus  
What: Measures employee values and satisfaction  
Why: Drives the culture forward organically

Data point:  
- Wellbeing rated as top Value for Worksome Employees

Reaction:  
- With no current Wellbeing program, leadership gathered more feedback from each team and employees on wellbeing needs  
- Opted to carve out a new initiative within HR to focus solely on Wellbeing

Outcome:  
- Worksome hired a head of wellbeing to focus 100% on building out a program to benefit every employee and meet the individuals needs.



# How tools help Worksome foster an inclusive and & collaborative culture

Tool: Donut

What: A data-driven employee meetup tool

How it works:

- Facilitates regular employee meetups
- Encourage cross-team conversation that creates more collaboration and inclusion
- Allows new hires to integrate quickly into the company culture through 1:1 connections
- Is hybrid-friendly, so allows remote employees to stay connected and be part of the culture

Why it's important:

- By encouraging our employees to connect with colleagues across the business and in other offices we can maintain a strong culture as we scale

donut APP 10:01 AM

Here are some fresh Donut stats for you

26 groups met from the last round of Donut Intros!

That's 70% of the 37 intros made.

You're doing great! Donut ever change!

Ishbel Feb 9th at 5:40 PM

When your donut brings donuts to your donut meeting 🍩🍩

🍩 Thank you @Kay!!

IMG\_0216.jpg ▾



12 20 3 1

1 reply

Kay 3 months ago

Thank you for the nice walk 'n talk 🍩

1 1



Thank you!