

HappyHQ

COMPANY
CULTURE
TRENDS +
EXPERT ADVICE

/2024

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Hello!

Let's change the world of work as we know it.

If you're reading this, chances are you're part of a community of people committed to changing the world of work for the better.

If the last few years taught us anything, it's that we continue to live in unpredictable, disruptive, and unprecedented times, and the world of work has been no exception.

The great news is that companies are listening to the needs of their employees. Everywhere you look it feels like people are talking about company culture. To seize the opportunity for a real and lasting, positive impact - we need to continue to pay close attention to what people want from their place of work and act on that.

As founders of HappyHQ, we get to witness companies creating great places to work. We're also continually having conversations about what matters most to employees. We see the culture initiatives companies are introducing to ensure that their people are happy and valued, while also attracting, engaging, and retaining the best talent - all while maintaining sustainable growth.

So, taking all this insight, grounded in our mission to guide companies in creating people-first company cultures, we've invited fellow founders, coaches, and educators to share their thoughts.

Using our culture model as a framework, we're reporting on 8 key trends that we believe will become the new normal working life for companies that are ready to put their people first.



Positive change will happen if we continue to work together. We hope you enjoy reading this and we hope it helps to inspire positive change in your life.

Thank you for being here,

Janine and Louisa

LEADERSHIP

PEOPLE-FIRST LEADERS WHO LISTEN, CARE, AND PROVIDE WHAT IS NEEDED TO ACHIEVE GREAT THINGS.

Human leaders reign supreme

Humans aren't perfect, and leaders no longer have the pressure to be either. From their communication style, to how they set the day-to-day pace for people to follow, to how they handle failure, it takes a lot of self-awareness, and courage to be a human leader.

Today's best leaders are the ones who will tell you they're human, not *superhuman*. They're willing to hold their hands up and admit when they're wrong. They're the leaders who know their strengths but also their shortfalls. Especially in a crisis or when the sh*t hits the fan, people needed a human explanation, not a staged one. Take, for example, the redundancy announcement by Shopify, it came directly from the Founder Tobias Lütke, who openly admitted "I got this wrong". He explained exactly what he got wrong, how he got it wrong, and the implications. People needed a human explanation and got one.

3 key character traits of a human leader:

- 1. Humility:** Humble leaders know exactly who they are and who they are not. They know how to use their strengths for growth opportunities, and they know when to admit they don't know the answer.
- 2. Empathy:** A strong sense of personal integrity. They truly care about their people's happiness levels, both inside and outside of work. This means they also place importance on everyone's wellbeing, including their own.
- 3. Vulnerability:** Not afraid to bring their authentic self to work and admit their mistakes so people can learn through these, they understand the importance of normalising failure in the workplace.

APPLYING HUMAN LEADERSHIP IN THE DAY-TO-DAY:

Human leaders will create opportunity for feedback (positive or negative) as a means of improvement. Without feedback, leaders can fall into the trap of negative patterns and behaviours that will impact the team's engagement, and business results.

Let's take one concept – **normalising failure in the workplace**. Unfortunately, many of today's workplace cultures do not have a healthy relationship with failure.

At HappyHQ we love to apply the term '**FAIL HAPPY**' as it sees failure as our biggest teacher. How? According to the dictionary, failure is a lack of success', yet science tells us that failure is a catalyst for success because overcoming setbacks teaches resilience. In other words, when we come back from failure, we become smarter and stronger.

So, celebrating failures as a means of improvement allows successes to become more obtainable. The less vulnerable people feel, the more innovative and creative they will be, regardless of the outcome.

3 WAYS TO FAIL HAPPY AT WORK :)

1

SHARE STORIES

Let people know that it's ok to fail by sharing your stories of falling short. This will provide psychological safety amongst the team and encourage people to speak up and admit future failures.

2

BUILD A LEARNING CULTURE

Failures aren't isolated incidents, so make them a positive conversation by openly discussing what could be learned amongst the team.

3

CREATE A NO BLAME CULTURE

Shift the focus from who did it, to what happened. Effective team dynamic is an environment where everyone is accountable.

REMEMBER, FAILING ISN'T THE END RESULT, IT'S JUST PART OF THE PROCESS, SO SEE IT AS AN OPPORTUNITY TO LEARN AND EXPLORE NEW WAYS OF DOING THINGS.

BELONGING

PEOPLE FEEL A HUGE SENSE OF BELONGING WITHIN A PLACE THAT PROMOTES DIVERSITY, AUTHENTICITY, AND INCLUSIVENESS. WHEN PEOPLE BELONG AT WORK, THEY'RE PROUD TO SAY THEY PLAY AN IMPORTANT PART OF THE COMPANY AND ITS CULTURE.

Inclusive professionalism

How should I conduct myself at work? How should I dress? Can I take personal calls here? Can I swear? How relaxed can I be? How are other people showing they're conscientious? How friendly can I be? Is an Emoji ok in my email?

After such a momentous shift in workplace culture and the way we work, it's no wonder there is so much confusion around what's professional and unprofessional. A few years ago, very few people would have taken their dog to work or taken personal calls at their desks.

For 2024, companies need to diminish the guessing games on how people should show up and give their employees more clarity.

For those who want to be more inclusive, authentic, and human, the first step is to re-think what it means to be 'professional' and define exactly how you're expecting people to 'show up'.



HOW TO REWRITE YOUR OWN RULES ON PROFESSIONALISM

SPEAKING WITH SALLEE POINSETTE-NASH, ONE OF THE UK'S LEADING PEOPLE-BRAND STRATEGISTS, WE DISCUSSED WHAT MODERN-DAY PROFESSIONALISM MEANS AND WAYS TO START AFRESH, SALLEE SAYS:

“

You shouldn't sit in boardrooms and decide what 'professionalism' looks like in your organisation without asking the people who work there! If you ask what 'being professional' means to people and what they would like it to mean in this organisation, the results are unlikely to align with something that has been decided for them, and without their input. Each individual will have a slightly different definition of professional, depending on their unique combination of work experience, previous company cultures and personal or social influences. When you know what that looks like, you'll be able to see commonalities that will help to shape company culture in a mutually beneficial and aligned way.

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Professionalism is layered with intergenerational insights where new codes get released all the time. The ambiguity of professionalism can hold people back from doing their best work. You can't expect people to belong if the environment doesn't allow them to be authentic.

Vanessa Belleau, Director and Founder of Highfifteen Ltd

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WELLBEING

PEOPLE KNOW THEIR HEALTH AND WELLBEING ARE VITAL

Respecting work-life boundaries

From 'The Great Renaissance' to 'The Great Re-Design' and more recently 'Quiet Quitting', all these movements signal the same thing: people's priorities have changed, and they expect more work-life boundaries.

With a merged home and work life, on top of the cost-of-living crisis, reduced job security, rocketing childcare costs, and increased health anxiety, it's no surprise that the risk of employee burnout is higher than ever and must be addressed.

If it isn't, it will cost companies thousands each year in lost productivity. According to MetLife UK, last year, over 10 million workers in the UK took sick days due to feeling burnt out. Research from Deloitte also revealed the cost of poor mental health to UK employers has increased to £56 billion; mostly due to presenteeism.



AVOIDING THE COMPANY WELLNESS TICK BOX TRAP

SPEAKING WITH ABBY RAWLINSON, FOUNDER OF 'THERAPY WITH ABBY', ABBY SHARES:

“

According to research, there are six main risks for burnout that employers should be aware of: an overwhelming workload, limited control, unfair work, unrewarding work, work that conflicts with a worker's values, and a lack of community in the workplace.

Abby has seen first-hand the catastrophic effects of burnout caused by work-related stress.

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If you're in a management or leadership position, it's important to be aware that there isn't a one-size-fits-all approach to preventing burnout because everyone's personal situation is different, though there are practical steps you can take. For example, create thoughtful workload plans and reorganise when there is an imbalance – don't overly rely on your 'go-to' team and try to create a culture where it's OK to talk about mental health. Also, support work-life balance by setting boundaries. Don't reach out to team members outside of working hours (instead, schedule those emails to go out during work hours) and encourage people to take all their annual leave.

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WELLBEING

PEOPLE KNOW THEIR HEALTH AND WELLBEING ARE VITAL

Prevention is always better than a cure

While lots of companies have become aware of the detrimental effects of unchecked employee health and wellness, many are causing more damage in their pursuit to fix the damage, with initiatives like one-off mental health days, which offer little long-term support.

Don't wait until it's too late to offer support, such as waiting for an exit interview to hear that your team member has been struggling with burnout. Initiatives like regular well-being checks, manager one-to-ones, and stay interviews will keep conversations consistently flowing.

HERE ARE MORE WAYS COMPANIES CAN SUPPORT EMPLOYEES IN ACHIEVING HEALTHY WORK-LIFE BOUNDARIES:

ASK PEOPLE HOW THEY'RE FEELING

Create time to have honest conversations about people's stress levels, engagement, workloads, and boundaries. No one knows a company's culture more than its people, so give everyone a voice and let them be part of the solution and feedback process.

CO-CREATE HEALTHY PRACTICES

Embed the right practices to help people perform their best. The small things that show people they're valued - like a late start if people have gone above and beyond and worked over hours the day before.

PLACE VALUE ON TIME AND BREAKS

From meetings efficiencies to micro-breaks. Instil trust and autonomy, so people know they can switch-off when they need to by creating healthy habits, like avoiding any emails after hours.

INTRODUCE NO MEETING DAYS

These can happen once a week to allow everyone to get through their to-do list without interruptions. If this isn't an option, at least allow people to take rests between calls.

LEAD BY EXAMPLE

Finally, none of the above will work if leaders are not setting the right rhythm, pace, and healthy practices that contribute to a healthy and valued team.



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Create buffers in the day to allow for regular micro breaks that allow us to be present in the moment. Choosing healthy habits to top your energy up, is better for us than a really intensive, immersive, long period of time without any breaks”.

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*Katy Murray, Author of
Changemakers: the
woman's guide to stepping
up without burning out.*

WELLBEING

PEOPLE KNOW THEIR HEALTH AND WELLBEING ARE VITAL

People-First wellbeing initiatives that are working for us!

At HappyHQ, one of our values is Health > Wealth. We value our mental health and wellbeing over everything else, and we respect each others too. So it makes sense for us to constantly trial wellbeing initiatives that are supportive of our individual needs.

Here's 3 co-created initiatives that are working for us:

FLOW TIME

To switch off from constant notifications, we've implemented offline hours to help find our FLOW and concentrate on tasks. If a team member is 'In Flow' we respect it just as much as we would an out of office.

FLEXIBLE WORKING

For flexibility to work, the traditional 9-5pm needs to be re-imagined by giving people the autonomy to choose how to work around their home life. At HappyHQ we're proud to be 100% flexible -It's an absolute non-negotiable for us as it allows us to be family-first. For it to work, we do not place measure on how many hours we're sat at our desks. Instead, we utilise our strengths and we're trusted to take ownership of our goals flexibly. When we're 'trusted to achieve' we feel empowered to deliver.

MANDATORY LUNCH BREAKS

Breaks give opportunities for us to switch-off and refresh. This doesn't mean eating lunch at our desks, instead we've encouraged each other to share pics of walks on the beach, bookstore visits, and cycles.

OUR HEALTH > WEALTH VALUE

WE VALUE OUR HEALTH, HAPPINESS, AND MENTAL WELLBEING OVER EVERYTHING ELSE, AND WE RESPECT EACH OTHERS TOO. WE HAVE FUN, WE LAUGH A LOT. WE CONSIDER OUR HEALTH AND HAPPINESS WHEN MAKING ALL BUSINESS DECISIONS; WE'RE CALLED HAPPYHQ FOR A REASON :)

PURPOSE + VALUES

PEOPLE ARE DRIVEN BY THE COMPANY'S MEANINGFUL PURPOSE AND MISSION AND FEEL CONNECTED TO AUTHENTIC COMPANY VALUES

GenZs bring more meaning

BY 2025 GENZS WILL MAKE UP 27% OF THE WORKFORCE.

If companies don't start future-proofing their culture for Gen Z, then they are going to be highly unattractive places to work to a 3rd of the UK workforce very soon.

It's time this generation stops being referred to as "entitled" and "unmotivated" and is appreciated for just how much talent, fresh perspective, and commitment they can bring.

Most GenZs are looking to work in companies that bring meaningful change and they're willing to work hard for the right company; they're the ones who have got it right.

And as conscious consumerism continues to rise, companies will continue to look to adopt a proactive approach to positively change humanity and the world we live in.

“

Young people are willing to work hard, but they need to know their work matters. They've witnessed previous generations experience burnout, economic insecurity, and disappointment from workplaces. Gen Zs are re-writing the script on how we will work in the future. They're taking millennial desires and turning them into non-negotiables. They may appear to be demanding, yes, but for good reason.

They have high standards for themselves as well as their potential employers and they expect their relationship with work to be authentic.

Miriam King, Co-Founder at youth-led agency LIVING PROOF

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PURPOSE + VALUES

PEOPLE ARE DRIVEN BY THE COMPANY'S MEANINGFUL PURPOSE AND MISSION AND FEEL CONNECTED TO AUTHENTIC COMPANY VALUES

GenZs bring more meaning

RESPOND TO THE NEEDS OF YOUNG WORKERS THROUGH MEANINGFUL GOALS

Today's young workers are not motivated by long-term career goals and traditional feedback frameworks, like yearly reviews. Start by creating meaningful, co-created, goals that are discussed often.

There's countless research on goals being powerfully linked to performance, success, and motivation. The most effective goals should also provide purpose and meaning. In order to get that right, huge importance should be placed on the process of setting goals; which is crucial for their outcome and success.

For people to achieve and succeed in their goals, management, mentors, and leaders need to create a collaborative relationship to nurture and draw out the best of people; whilst challenging them to develop.

SHOW YOU CARE:

Find out what their short-term goals are and what they want from their career/ place of work.

PROVIDE THE RIGHT TOOLS:

Identify knowledge or skill gaps and ensure the right tools and resources are in place.

COLLABORATE TO CREATE GOALS:

Once you know what makes people tick, co-create goals together that people will be motivated by.

GIVE REAL-TIME FEEDBACK:

Abandon that dreaded yearly review and invest time in constructive, personalised, instant feedback for continuous learning opportunities.

DON'T MICROMANAGE GOAL ACHIEVEMENT:

Talk about goals often, but trust and empower people to make the right decisions in achieving their own goals.

CELEBRATE ACCOMPLISHMENTS, INCLUDING THE SMALL WINS:

Acknowledge when people take proactive steps towards their goals, celebrate supporting goals as a collective.

WORK AS A TEAM:

Share the journey to cultivate connection. Celebrate achievements, successes, and aspirations amongst teams.

Meaningful goals will go a long way in today's workplace. Companies can also create **a shared sense of purpose** by making sure the company's **vision, purpose, and values** are clearly understood among teams.

GEN Z = REALISM

COMMUNICATION

PEOPLE ARE INFORMED AND TRAINED TO LISTEN AND COMMUNICATE EFFECTIVELY.

Communication becomes all-embracing

The outdated traditional 'command and control' style of leadership communication doesn't have a place in today's world of work. Employee communication needs to be radically transparent, reliable, and engaging.

The best communicators know that you can never over-communicate. They also understand that effective communication is: listening carefully, speaking or writing clearly, and respecting different opinions. Since it's also getting more difficult to capture people's attention, the great communicators of today also know the importance of embracing new ways to reach and engage employees; in ways that will help them to feel grounded and connected.

For remote or hybrid companies, it becomes even more important to create opportunities for people to come together in a virtual setting, to embrace new ways to keep people informed, connected and to share feedback and correspond with each other effectively.

Creating new avenues for connection

According to the Harvard Study of Adult Development, the longest-ever study on human happiness, which first began in 1983, a major finding is connection is just as important as proper nutrition, physical exercise, and sufficient sleep.

Positive interpersonal relationships are predictors of health, happiness, and flourishing for humankind. In a remote world of work, leaders should throw out the rule book for traditional top-down communication, and embrace new ways to communicate with employees.

Re-thinking *how* they communicate internally can help to make employees' digital communication experience richer and more engaging.

3 WAYS COMPANIES CAN EMBRACE DIGITAL COMMUNICATION :

NOTION

Notion is a tool that centralises various tasks and notetaking. It improves communication 'chaos' and meeting efficiencies by keeping everyone's work and tools in one place that's easy to reference and re-visit. It's said to improve async communication as it streamlines task management, and increases visibility within teams or organisations, such as, documenting ideas, action items, and plans.

PRIVATE PODCASTS

In an effort to keep remote workers connected, internal podcasts are fast-becoming an appealing way to save employees from long text e-mails, reports, and mandated zoom calls. Instead, employees can listen in to company updates, training, or hear stories from employees in a much more relaxed way when it suits them. They can be walking the dog or driving to school pick-up - it helps people connect and prioritise their time better.

EMOJI'S AND GIFS

While some view emoji's and gifs as unprofessional, there's no denying they're here to stay. When video isn't an option at work, they help to show meaning in communication because they can display facial expressions, tone of voice, and human gestures. They transcend language barriers and help prevent misrepresentation, which is why they've become a huge part of our digital culture.

CONNECTION

PEOPLE FEEL CONNECTED TO ONE ANOTHER THROUGH A CULTURE THAT CULTIVATES MEANINGFUL RELATIONSHIPS AND FRIENDSHIPS; WHERE LAUGHTER AND CELEBRATION IS VALUED AND ENCOURAGED.

An office is a tool, not a destination

Since companies are still in experimental mode with hybrid working; it's fair to say no one knows exactly what the future of work looks like, but if companies pay attention to what people want and need; then flexibility looks like it's here to stay.

The companies that apply tight control, on remote working, such as CEO of Twitter, Elon Musk, received backlash as it's sending the message that employers working at the office are not more productive than people working remotely, with little evidence to back it up.

Evidence from UK Parliament's POSTbrief report; suggests most workers would like to carry out hybrid working in the future, with survey data estimating "more than 80% of employees who worked from home because of the pandemic prefer a hybrid working model".

For companies who are looking to get the hybrid model right, it becomes a no-brainer when we flip our thinking from WFO/WFH pros and cons to thinking about what's best for the task that needs to be done. The office becomes a tool, not a destination.

GETTING HYBRID RIGHT

- Think about **which jobs can be done remotely** and which require more collaborative, creative, and ideation work, which all lend themselves **better to face-to-face meet-ups**.
- Whenever there's doubt about the kind of work that can be kept to days at the office and days at home, start by asking people **what works best for their role**, and **which tools they would need**.
- Use the time at the office as an opportunity for people to connect in person for collaboration, innovative purposes, and a **sense of connection**.
- Adopt new models and ways of working that introduce more flexibility where possible to allow people to have better work-life balance and **time to 'switch-off'**.
- Encourage employees to look for ways to enrich connections outside of the office to encourage a **greater sense of community**.

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Connection and community aren't nice add-ons, they're a necessity, not just in business but in life, and location has no bearing on who you can connect and collaborate with. Within the F&F network, founders and business owners are opting out of their long-term office contracts and swapping them for more flexible co-working spaces where they can be a part of a wider community of fellow business owners and entrepreneurs. Although a community may represent a group of people with shared beliefs and values, what stands out when you eliminate geographical boundaries is that you can expand your community to really diversify creative thinking and draw on a much wider pool of resources for your business. Access to this blend of diverse thinking and experience affords a sense of enriched connection.

Lara, Founder and CEO, Found & Flourish

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APPRECIATION

PEOPLE FEEL VALUED, APPRECIATED, AND RECOGNISED FOR THEIR CONTRIBUTIONS; THEY LOVE TO CELEBRATE EACH OTHER'S ACHIEVEMENTS TOO.

Hyper-personalised employee benefits

2023 showed us people want to feel both appreciated and fairly compensated for the time, work, and effort they put into a company.

Against the backdrop of a cost-of-living crisis, while pay will always be important, what can set one company apart from the rest is its employee benefits and how meaningful they are – because no matter how generous, one-size-fits-all benefits schemes are, they don't provide an option for employees to tailor to individual circumstances or needs.

Hyper-personalised employee benefits will help positively change an employee's life both inside and outside of work. Take for example a gym membership and subsidised childcare is appealing for some, but does it suit everyone?

In 2024's workplace, we have three generations of workers with different lifestyles and needs. And when you think about it, in everyday life we're met with constant personalised options that are optimised to our likes and dislikes, from what we watch, to what we buy, and how we spend our leisure time, this notion shouldn't be any different in the workplace.

HYPER-PERSONALISED EXAMPLES:

- Instead of free yoga, offer a well-being allowance
- Instead of one-off all-company volunteer days, try paid-off time for community work of choice
- Instead of one-size-fits-all training - provide employees with customised learning paths based on their own goals

ATTRACTING PEOPLE WITH EMPLOYEE BENEFITS

Top talent is hard to find and keep, and as we move into 2024, companies are likely to continue to find it difficult to attract the right people from a sparse and competitive talent market. Employee benefits are important for attracting candidates, especially in the current climate, they can help one company stand out against another because they can help employees' take care of their overall well-being, which makes their salaries go further too.

By their very nature, hyper-personalised benefits will not only add meaning to people's lives inside and outside of work but will also support inclusion and well-being.



“THE RECRUITMENT AGENCY, I LOVE MY JOB (ALSO FOUNDED BY HAPPYHQ'S LOUISA) SAYS;

We used to offer unlimited holiday days as a benefit, but no one was taking the full allowance. We used to offer private medical cover to all employees, but a very small number of the team cared about this. We offered trips abroad as a 'perk' but then parents would find this tricky to navigate. We offered a cycle-to-work scheme, but no one wanted to cycle to work 😊 So we went back to basics, asked people what meant the most to them, and then designed our benefits package around this.”

EMPOWERMENT

PEOPLE ARE GIVEN OWNERSHIP, TRUST, A VOICE, AND THE TOOLS TO LEARN NEW SKILLS, BE SUCCESSFUL, AND FAIL HAPPILY.

People metrics will create a better employee experience

Since the pandemic, societal changes have forced workplaces to respond from one big workplace need to the next. Be it remote and hybrid working arrangements, mental health awareness, the much-needed demand for diverse and inclusive workplaces, rising cost of living, accelerated adoption of digital tools, and the great renaissance. All these circumstances have created a huge need for employee feedback. But why?

If navigating the new work normal means people don't want to go back to the way it was before, companies need to have a clear understanding of what their employees need in order to keep and attract top talent.

Today's workplaces need to stay radically curious. People are already pushing companies with substandard cultures to offer them much more, but to stay ahead, companies need to give everyone a share of voice for input - not just the ones who speak the loudest.

THE POWER OF PEOPLE METRICS

People care to be a person, not just a head count, they want to have their say. By giving everyone a voice, leaders can show up as human, honest, vulnerable, and dedicated to continuous learning, which is what really people want over excellence.

What one thing would make the biggest difference to your sense of wellbeing at work? What one piece of constructive advice would you give to your leadership team to help you achieve great things? Do you find your work meaningful? How can we communicate better as a company? Do you feel appreciated for your efforts? How can we help you thrive in your role?

These are just some of the questions Gibsons, the British heritage games brand asked every single employee as part of their 'investment in people journey'.

With 'people' at the heart of everything they do, Gibsons partnered with HappyHQ to help them better understand what a people-first culture means to everyone.



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Company culture is complex and it's often a challenge to know exactly where to focus to make the biggest impact. HappyHQ's framework and culture audit pinpointed the changes we needed to make and demonstrated all the great things about our culture that we're now celebrating.

Jazmin Gray, People and Culture Manager, Gibsons

”

As well as knowing exactly how people are feeling, listening to everyone also creates an environment where fresh ideas are encouraged and discussed openly, and expanded upon - turning culture blockers into a meaningful culture goals that are based on real insight.

People metrics have become essential for creating a comprehensive people strategy and for making informed decisions about the future.

FIND OUT MORE BY CHECKING HAPPYHQ'S CULTURE MAPPING PROJECTS
[HAPPYHQ.CO.UK](https://happyhq.co.uk)

3 WAYS TO WORK WITH HAPPYHQ

1

CULTURE MAPPING

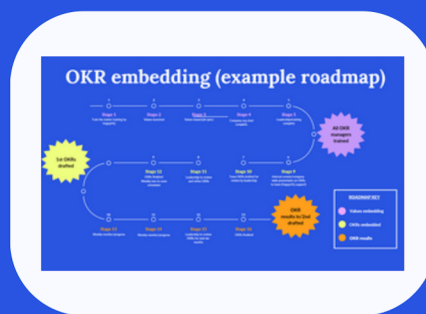
A culture planning tool that allows you to see exactly which areas of your culture are thriving and where you need to focus your attention. You receive a score and goals so you can track positive change and build a culture that's right for you and your people.



2

CULTURE FOUNDATIONS

We guide you to discover and build your culture foundations and weave them into everyday operations for clarity, stability, alignment, engagement, and sustainable growth. From purpose, to values discovery, values in action, goals, and OKRs, , and more.



3

CULTURE CONSULTANCY

Collaborative working sessions where you tell us your culture challenges; we listen, give our advice and together we create actionable next steps. These can be one-off, or regular sessions.

COMMONLY DISCUSSED TOPICS:

- * Hiring challenges
- * Hybrid/WFH policies
- * Creating meaningful goals
- * Salary benchmarking
- * Retention strategies
- * Wellbeing initiatives
- * Team moral



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After so much change trying to navigate through new working norms, it's been crucial to take stock of how everyone is feeling. Thanks to HappyHQ's culture audits, everyone has felt valued for being a key part in shaping our company culture.

Jazmin Gray

People + Culture Manager, Gibsons



”

I look forward to my weekly culture catch-up with HappyHQ. They support on all things culture related, including our company core values, and have provided all of the advice, tools, and best-practice we need to create the culture our team needs at SuckUK

Pete Ellison

People + Culture Manager, SuckUK



”

We partnered with HappyHQ to help discover a set of authentic values that feel very real and meaningful to the whole team. These have been crucial in our recent recruitment strategies, are a constant go-to for how we all behave, and have been integral to our growth.

Kate Shackleton

Operations Director, The Halo Group

SUMMARY

These are just some of the trends that are changing the world of work, though we believe they are the ones that will help companies succeed. When you pay attention to the things employees care about most, not only will you attract and keep the best people, but you'll also achieve better business results because employees feel more engaged in their work.

Getting to grips and acknowledging what people want is the place all people-first companies should start. And no matter what stage a business is at, investing time in putting the right culture foundations in place will positively impact the long-term success of all companies.

Today's workplaces should inspire, create a sense of purpose and belonging, and help people feel engaged, valued, and heard.

In a world where culture is central to company success, we're here to guide you along the way.

HappyHQ

**LET'S CHANGE THE WORLD
OF WORK AS WE KNOW IT!**

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