

BUILDING HEALTHY WORK CULTURE

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Any new startup spends significant time in raising capital and working on its market offering. After all, it is the most important element for getting the startup off the ground. However, once the initial fundraising is done, it is important for the founders and management to also create a stable, sound, thriving work environment.

In short, a startup needs to build a healthy work culture for the well-being of its workforce and for the growth of the organization. As it establishes itself and expands its operations, the employee base of a startup will widen as well. Creating a healthy work culture from the very beginning is what will help any new organization scale up seamlessly and gain a stronger foothold in future.

At the heart of a healthy work culture is an environment of mutual trust and common goals. It involves having a value system shared down the organization. A healthy work culture enables the flow of effective communication. It improves efficiency and leads to the desired goals. The following are the four steps that help a startup build a sound work culture for its team:-

CREATE PROGRESSIVE WORK CULTURE

From its inception to subsequent growth, a startup goes through various life stages. As it gets bigger, it is common for it to lose sight of its vision, values, and goals. This can create confusion and lead to disastrous results. Therefore, it is crucial to build a progressive work culture that can withstand the influx of growth and the various twists and turns of business. A progressive work culture is one that evolves with the organiza-



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tion and is crucial for sustaining the company in a dynamic ecosystem.

BUILD ENVIRONMENT OF MUTUAL RESPECT

It is important that every member of the team feels valued and respected. There should be ample opportunity for everyone to voice his or

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her opinion and get heard. When employees feel respected, they value the organization more and are more likely to treat their subordinates the same way. A work culture that rewards "being respectful" trickles down to the very bottom of the organization.

HANDHOLD JUNIOR COLLEAGUES

Every startup has a mix of employees, some who are seasoned professionals, while others who are new to the startup and need guidance. The junior resources in the team are less experienced and have to be directed to the correct path every now and then. Even when they have a high potential, the onus of extracting value out of them lies with the managers. The startup management needs to make sure that junior employees are treated well and have the re-

sources they need to perform well.

GIVE TEAM A SENSE OF INDEPENDENCE

By encouraging the team to think and ideate, a startup can not only harness the spirit of innovation within but also create future leaders. Autonomy at work creates a sense of responsibility in team members and increases their creativity. It also raises the bar for everyone and contributes to the growth of the employees.

Of course, it is up to the management to ensure that this independence does not lead to friction within the organization. They should keep tabs on it. Startup dreams are made of great ideas and excellent execution. At the core of the success of every startup lies the ability of its management to develop a work culture where employees can thrive. A healthy work culture results in a team of high performing and unrelenting professionals, who rise to the occasion every single time. A great work culture is what drives them to work beyond normal hours and contribute 100% effort to the startup.

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