

4 TIPS FOR ESTABLISHING A BUSINESS-BOOSTING COMPANY CULTURE

In any workplace, creating a positive company culture takes skill, patience and time. Fortunately, the returns are worth it. By establishing a positive company culture, employees and customers alike are more inclined to invest in your business, which can lead to improved employee retention, morale and communication.

Use these four tips to transform your company culture, boost your business and, in turn, your bottom line.

1. CREATE A COMPELLING WORKPLACE ENVIRONMENT.

Attracting and retaining talent is an industrywide issue. That's why the first step to creating a stellar company culture is fostering an atmosphere where employees look forward to coming into work each day. Giving rockstar employees a reason to stay with the company will help cultivate a strong and effective team and can lead to organic word-of-mouth recruitment for new talent. Satisfied employees will improve retention rates and homeowner trust, which can lead to increased renewals.

TIP: [All-American Pest Control](#) of Nashville saw increased productivity after shifting to a four-day work week. By giving its pest management professionals an extra day to relax and recuperate, All-American Pest Control laid the foundation for a company culture where employees are motivated to be more productive with their time and reduce costs simultaneously.

2. HIRE SLOW AND LET UNDERPERFORMERS GO.

Be selective about your employee roster. [Stark Exterminators](#) in Greensboro, North Carolina, employs comprehensive background checks and interviews candidates rigorously to ensure their employees are competent pest professionals *and* trustworthy service providers. Many employers will perform a "test-run" where new employees work side by side with established staff members for several weeks before officially joining the team to determine if they're a fit for the position and internal culture. While this may seem strict, homeowners will appreciate the extra scrutiny, and employee retention can improve with time.

3. EMBRACE THE CULTURE FROM THE TOP DOWN.

A positive company culture should be created with employee input so it reflects their values and beliefs, but it must be reinforced by leadership. A strong leadership team should live and breathe the company culture along with its employees to make sure it's authentic and embraced by all levels within the organization.

TIP: Enable employees to guide the foundation of the culture through surveys, listening sessions and seminars. Then let leadership modify your business plan, determine organizational strengths and assess the company vision accordingly.

4. USE CULTURE AS A BRANDING TOOL.

A positive company culture can be a powerful marketing tool. Sheri Spencer of [Spencer Pest Services](#) in Greenville, South Carolina, uses her pink "Pest Control For A Cure" service vehicles to raise awareness about cancer and spread her message of superior pest protection simultaneously. Erin Richardson of [All-American Pest Control](#) pioneered the "Hometown Hero Award" to recognize an outstanding community member and reward their service with a complimentary installation of the Sentricon® system. These marketing tools are a direct result of service-based cultures that raise overall awareness about pest control and termite prevention.

Tips and best practices provided courtesy of AAA ABC Exterminating Inc., All-American Pest Control Inc., Spencer Pest Services and Stark Exterminators.

