

Sample One

Business Culture for small to mid-sized service-based companies that rely on operational excellence, customer satisfaction, and team reliability.

1. Staying Organized

- Clear Systems – Everyone knows what to do and how to do it
- Good Work Habits – Show up on time, stay consistent, work professionally
- Fewer Mistakes – Focus on doing things right and always improving

2. Innovation

- Support New Ideas – Let people try better, smarter ways to work
- Listen and Learn – Use feedback from customers and team members to improve

3. Great Work habits

- Pay Attention to Feedback – Learn from what customers say
- Keep Clients Long-Term – Build strong relationships, not just quick wins
- Track What Matters – Measure how happy clients are and how well things are going

4. Fair Pay and Clear Standards

- Pay People Fairly – Based on skills, experience, and the value they bring
- Be Transparent – Let everyone know how raises and promotions are decided

5. A Healthy, Respectful Workplace

- Keep Stress Low – Avoid toxic behavior, overwork, or confusion
- Support People – Create a workplace where everyone feels respected and balanced

Sample Two:

Business Culture for a creative agency or media company (e.g., design, marketing, content, or production studio)

1. Creative Excellence

- **Encourage Bold Ideas** – Everyone’s creativity matters—there are no “bad” ideas in brainstorming
- **Challenge the Norm** – We don’t just follow trends, we set them
- **Craft with Care** – Quality and originality are at the heart of every project

2. Agility and Flexibility

- **Adapt Quickly** – We work in a fast-moving world; flexibility is a superpower
- **Embrace Change** – Client needs evolve, and so should we
- **Problem-Solve, Don’t Panic** – We stay calm and find solutions under pressure

3. Collaboration and Trust

- **Team Over Ego** – Great work comes from collaboration, not competition
- **Clear Communication** – Say what you need, ask questions, and share updates
- **Respect All Roles** – Everyone plays a part in the creative process

4. Growth and Recognition

- **Give Credit Where It’s Due** – Recognize effort, not just results
- **Learn and Level Up** – Take time to develop new skills and explore your strengths
- **Promote From Within** – We grow talent, not just hire it

5. Balance and Well-being

- **Work Smart, Not Always Hard** – Long hours don’t equal better work
- **Mental Health Matters** – Speak up early, ask for support, and look out for each other
- **Keep It Positive** – No drama, no toxicity—just good energy and real talk