

# 4 Ways to Build a Great Company Culture for Remote Workers

By Chris Dyer, founder and CEO of PeopleG2

**When all employees pull together, distance doesn't matter. Hit these four notes to strengthen your company's remote culture.**

## **1. Promote together time.**

Use video conferences, local meetups, and holiday get-togethers to stave off isolation. Managers should check in daily or weekly via employee surveys or personal calls.

## **2. Embrace uniqueness.**

Let your company identity evolve by capitalizing on individual passions. Does someone love to surf? Suggest a custom screen avatar. Coach kids' sports? Start a message board for like-minded co-workers.

## **3. Log who knows what.**

Virtual offices can host endless games of phone tag. Share a roster of each team member's role and contact information. Quick help and answers to important questions increase efficiency and accuracy—and reduce hassles.

## **4. Share the company's purpose.**

Make sure every employee understands the company's mission, values, and vision. Working from a shared philosophy for a common cause gets people excited about their jobs.