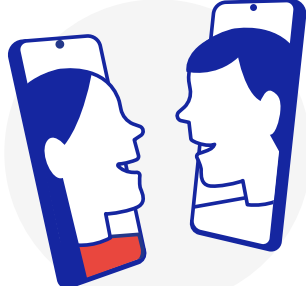


# Building winning business cultures in a remote working world

It's difficult to maintain corporate culture alongside flexible working, so we asked business leaders, workplace architects, cultural consultants and a few progressive tech companies how they're making it work

Here are five key insights to get you started. If you're keen to learn more, visit [Samsung.com](https://www.samsung.com) for the full report.



## Talk face-to-face

It's important to maintain face-to-face meetings – even if they're only online. They encourage connection, teamwork and trust. And there are a lot of tools to help you along: check out Slack, Zoom and Teams to make the most of meetings and boost team spirit.



### Make social calls

Innocent Drinks stay connected with virtual video meetings, team check-ins and sharing working tips.



### Meet in person

Stanwood, an office-free digital agency, arrange introductory 'grill the boss' sessions for new recruits. They all gather at the Managing Director's home, cook together and talk about the company and their new roles.

## Make your company values clear

It can be tough to reinforce company values and build them into good working practices. Pro tip: establish three to four key behaviours that are quick, fair and achievable, and communicate them consistently.



### Value-driven

From their charitable work to their recruitment and new hire practices, Innocent Drinks are led by values truly embedded into their business. As they move into remote working, regular and consistent internal comms have been central to upholding their values and their commitments to employees.



### Get things out in the open

Buffer, a remote working software company, keep things transparent and open. All employee salaries are published online for full transparency and discussions regarding the mental health of employees are frequent and encouraged.



## Create an office hub that reflects your company culture

If you're maintaining an office hub, it's important to have it reflect your company culture. Features that align with your values are key. For example, some companies might find a ping pong table an engaging meeting point; others would find it too disruptive. Make sure that when people use the office space, it encourages maximum collaboration.

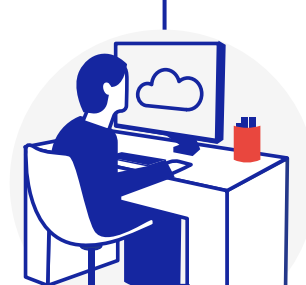
## Focus on teamwork

Companies tend to hero individual training, but it's important to invest in building teams and team relationships too, especially when working remotely. Teams need to trust each other and communicate freely to ensure deadlines are met.



### Team spirit

Employees at Innocent Drinks value their colleagues and their teams, as seen through the various social calls, tip sharing, and ad hoc check-ins that are taking place. The important thing is they're doing this themselves, with no managerial direction, because they care about their teammates.



## Futureproof your employees

A little forward planning will ensure your company and culture adapt to technological advancements like AI and automation. Help your employees adapt to new technologies by contextualising the benefits – like the ability to work efficiently from home.

To get the full story including useful insights and tips from prominent business leaders, click the below to visit [Samsung.com](https://www.samsung.com).

[CHECK OUT THE FULL REPORT](#)