



84%

of employees who say their company has a distinct culture report being happy at work.

(Deloitte)

VOLUNTEER DAYS

Your staff can make a difference in the community while building camaraderie if you allow them to participate in events like charity 5Ks or beach sweeps on work days. Encourage the whole office to help a few worthy causes as a team. Plus the company will gain recognition as a community partner.

5 NON-FINANCIAL PERKS PROVEN TO IMPROVE YOUR WORK CULTURE

The strong economy has given job seekers the ability to shop around and what they're looking for, beyond solid compensation packages, are places with great work cultures. If a decision is close, the perks a company offers can be a deal breaker.

But your company doesn't have to break the bank to stand out to talent. Here are five non-financial perks that can help grow your best work culture while helping you stand out from the pack.



OFFICE GYM

Set aside some space for use as free fitness center for employees. Gyms are great places to socialize and the initial investment in equipment will pay itself off with your healthier workforce.

Nearly **60%**

say benefits and perks are among their top considerations before accepting a job.

(Glassdoor/Harris poll)



TELECOMMUTE & FLEXIBLE SCHEDULING OPTIONS

Raising a family is hard. Make it easier for working parents by offering some flexibility in their work schedules. Allow staff to work a day per week at home, work a schedule that deviates from the standard 9-5, or other arrangements that won't impact productivity.

When choosing between a high-paying job and lower-paying one with better benefits,

88%

say more flexible hours could make the difference.

(Fractl survey)



FREE COFFEE & SNACKS

A stocked kitchen will keep your workers nourished and serve as a hub for conversation.

DISCOUNTED SERVICES

Offer your own products or services to your employees at wholesale. If you sell a product like shoes or clothes, they'll feel a stronger connection with the company by wearing them and become your best ambassadors.