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## Activity sheet one: ANALYSING and making the case for investing in your workplace culture

# Activity 2 - What are the benefits, challenges, and opportunities for us when developing a positive workplace culture?

Use these activities at the beginning of any work you do on your workplace culture. You could do this activity with your leadership team or in a staff meeting to:

* Help people to think about and understand what a workplace culture is and what it means to have a positive workplace culture.
* Analyse and identify the key features of a positive culture in your workplace.

Our [‘Good and outstanding care’ guide](http://www.skillsforcare.org.uk/GO) recognises that leaders and managers in services with these ratings know the importance and benefits of creating and maintaining a positive workplace culture.

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| A positive workplace culture can:   * **improve the quality, consistency, and personalisation of your service** – a positive workplace culture helps to create a shared identity for your organisation where everyone understands how to behave. * **help you recruit and retain a stable, diverse, and skilled workforce with the right values** – a positive workplace culture can help you attract a diverse range of talented people who have the right values to work for you. * **reduce costs** – improved retention as a result of a positive workplace culture can reduce your recruitment costs. It can also help you reduce the number of workplace ‘issues’ * **improve health and wellbeing in your service –** a positive workplace culture makes staff feel engaged, valued, and trusted which can make them feel happier and healthier at work. * **improve your reputation and market share** – having a positive workplace culture can improve your reputation and raise your profile with commissioners and those who monitor the quality of services, such as the CQC. We also know that a high percent of new recruits hear about vacancies through word of mouth, so a positive workplace culture can support your recruitment. * **help you to meet CQC regulations** – workplace culture is fundamental across several CQC domains, particularly under ‘well-led’, and statistics show that most services who achieve a good or outstanding rating for ‘well-led’ go on to achieve this rating overall. |

**Discuss these questions with your leadership and/ or staff team:**

* What challenges do we face currently as an organisation and are we likely to face over the next five years?
* Which of the list of benefits of a having a positive workplace culture could help us to meet those challenges?
* Looking at our most recent CQC inspection (if you have one), what areas of our culture were highlighted for improvement, and which were our strengths in terms of our culture?
* How would we know in 5 years from now that we had met those challenges and had an even more positive workplace culture? What would be different from now?