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# COMPANY CULTURE IN A REMOTE WORK ENVIRONMENT

BUILDING BLOCKS FOR BETTER TEAMS



# COMPANY CULTURE

**WHO WHAT WHEN WHERE WHY**

- **WHO** SETS THE TONE (LEADERSHIP OR EMPLOYEES)?
- **WHAT** ELEMENTS OF YOUR DESIRED CULTURE ARE NECESSARY TO YOUR BUSINESS; **WHAT** ELEMENTS CAN BE LET GO?
- **WHEN** DO YOU NOTICE THAT YOUR CULTURE IS AT RISK?
- **WHERE** DO YOU COMMUNICATE YOUR CULTURE TO YOUR TEAM (COMPENSATION, POLICIES, MEETINGS, OUTINGS, APPRECIATION, HANDBOOKS)?
- **WHY** IS REMOTE WORK IMPORTANT TO YOUR CULTURE AND WHAT IF IT'S NOT?



# CREATING A REMOTE WORK POLICY

**WHO WHAT WHEN WHERE WHY**

- **WHO** GETS TO WORK FROM HOME AND **WHO** DOES NOT?
- **WHAT** ASPECTS OF THE EMPLOYEE'S JOB DESCRIPTION CAN REALISTICALLY BE DONE AT HOME?
- **WHEN** DO YOU NEED THEM ON-SITE — ONE DAY/TWO DAYS/THREE DAYS ?
- **WHERE** DO YOU COMPROMISE OR HOLD THE LINE?
- **WHY** IS IT SO IMPORTANT TO HAVE A CLEARLY DEFINED REMOTE WORK POLICY?



# DE-PERSONALIZE IT

REVIEW (OR CREATE) ACCURATE JOB DESCRIPTIONS WITH CLEAR, DEFENSIBLE ESSENTIAL FUNCTIONS

## REMOTE WORK NOT POSSIBLE

- INTERACT WITH GUESTS IS REQUIRED
- SPECIAL EQUIPMENT NEEDED FOR THEIR JOB IS LOCATED ON-SITE
- INTERDEPENDENCY ON OTHER EMPLOYEES WHO ARE REQUIRED TO BE ON-SITE
- EMPLOYEES WHO DON'T HAVE PROPER SETTING FOR A HOME OFFICE

## REMOTE WORK POSSIBLE

- WORK IS AUTONOMOUS
- WORK CAN BE ACCOMPLISHED ON THE COMPUTER WITH SOFTWARE OR INTERNET APPLICATIONS
- INTERACTION WITH CO-WORKERS, TEAM, VENDORS, ETC. CAN BE ACCOMPLISHED OVER THE PHONE OR IN ZOOM MEETINGS



# GOLDILOCKS OF CONTROL

## TOO LITTLE

- DEVALUED
- UNAPPRECIATED
- LOSS OF AGENCY
- APATHY
- LACK OF MOTIVATION
- INCREASED TURNOVER \$\$\$

## TOO MUCH

- ENTITLED
- HARD TO MANAGE
- BLURRED LINES OF LEADERSHIP
- MANIPULATE EMPLOYER
- RAISE BAR FOR APPRECIATION
- LACK OF RESPECT WHEN EMPLOYERS DO NOTHING



# REMOTE WORK POLICY

## CONTENTS FOR COMPLIANCE

- ELIGIBILITY
- FULL REMOTE OR HYBRID?
- SCHEDULE — SET “BUSINESS HOURS”
- CLEAR EXPECTATIONS ON RESPONSE TIME
- OPEN-CALENDAR VIEW FOR ALL
- ENVIRONMENTAL REQUIREMENTS
- STIPEND FOR USE OF WI-FI, ELECTRICITY
- ERGONOMIC REVIEW
- COMPUTER EQUIPMENT
- SECURE YOUR DATA



# REMOTE WORK ENVIRONMENT

HOW DO YOU MAINTAIN THE DESIRED COMPANY CULTURE IN A  
REMOTE WORK / HYBRID WORK ENVIRONMENT?



# MAINTAINING COMPANY CULTURE

## IN YOUR REMOTE WORK ENVIRONMENT

- OUTLINE CLEAR EXPECTATIONS IN REMOTE WORKING POLICY
- HOLD THEM ACCOUNTABLE FOR BEING AVAILABLE/PRESENT DURING “OFFICE HOURS”
- COMMUNICATE SUCCESS WITH THE ENTIRE TEAM; DON’T LET THE REMOTE WORKERS FEEL DISCONNECTED
- USE APPLICATIONS SUCH AS GOOGLE CHAT OR SLACK TO PRIORITIZE ENGAGED TEAM COMMUNICATION
- STRUCTURE DAILY MEETINGS
- CREATE WAYS TO TRACK PRODUCTIVITY, MOTIVATION, SATISFACTION, PERCEPTIONS
- CREATE TIME FOR YOUR TEAM TO JOIN IN FOR FUN: LUNCHES, STAFF APPRECIATIONS



# DO THE WORK – ENJOY THE RESULTS

- UNDERSTAND YOUR CULTURE POST COVID WORKPLACE
- UNDERSTAND THE NEED FOR REMOTE WORK
- UNDERSTAND YOUR NEEDS AS AN EMPLOYER
- UNDERSTAND YOUR EMPLOYEES' NEEDS
- CREATE POLICIES THAT REFLECT ALL OF THAT
- NORMALIZE IT – AND INVIGORATE THE NEW CULTURE YOU HAVE CREATED





DESTINATION HR  
*consulting*

THANK YOU

DENA@DESTINATION-HR.COM