

# RESHAPE CULTURE THROUGH INTEGRATION OF PERSONAL AND PROFESSIONAL DEVELOPMENT

## AUTHORS

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Companies that are nimble and innovative will thrive in the new world. Being able to think and act quickly, when it comes to employee engagement and support, will serve to reshape company culture. Leaders have realized that culture will require new modes of development than before. Employee attitudes and behaviors will have a greater impact on culture than in the past, given the immense negative distraction in the personal and work lives of everyone. If leaders are not aware and proactive, the negatively impacted attitudes and behaviors will drown company culture. This is why it is crucial for leaders to clearly identify and communicate ideal behaviors and attitudes and then reinvest in and develop resources to support personal and professional development of their employees.

## ATTENTION TO MINDSET

Achieving a better future for the company is only possible by achieving a better future for employees. As employees continue to adapt to working remotely, family management, stress at home, home-schooling/entertaining children, missing their friends and communities, and so much more; they are learning to cope with a new reality and they are grieving. Leaders that take the initiative to see things from their employees' perspectives are off to a good start. They will gain insight for offering meaningful tools for their employees and their company to thrive in the new normal. For example, in response to the fear and stress employees may be feeling about returning to work, which may cause catastrophic thinking, encourage cognitive dissonance where one can engage in positive thinking, or reframing, to flip negative thoughts.

Mindfulness and well-being were historically seen as more of a personal matter, but they have since become a responsibility of a company and its leadership. Culture going forward will be highly influenced by employee mindset.

## REINVEST IN PERSONAL DEVELOPMENT

Personal and professional development are intertwined. Where it used to seem that the personal lives of people were only meant to be tended to 'outside of work', that is simply no longer the case. Everyone has been forced to be more involved day to day in personal and work simultaneously as the whole person reports to work. Because of the amount of distraction employees need more support personally, specifically when it comes to their mindset. Leaders that focus on helping employees develop and shift their mindset will be ahead of the curve. To integrate personal and professional growth leaders can provide their employees with access to a variety of resources, such as:

- » Mindfulness resources and exercises such as this [3-Step Mindfulness Exercise](#) from [PositivePsychology.com](#).
- » Subject matter experts to provide lunch and learns or webinars on topics pertinent to your workforce.
- » Virtual guided meditation practices, like this [Virtual Guided Meditation in Yosemite Valley](#) from [Headspace.com](#).
- » Emotional intelligence training for leaders, managers and employees.
- » Suggested reading material and an internal thought forum.
- » Stipend for personal and professional development, leadership coaching, retreats, or other programs.

## FACILITATE COHESION AMONG TEAMS

Boundaries now exist where there formerly were none, both in the physical and non-physical. We can facilitate more cohesive teams by encouraging more cross training, idea sharing, and forums for teams to connect with other people where they may not have previously had an opportunity. People learn from others by simply being exposed to them. It's important that people are interacting so they are learning by example, and even being inspired by their peers and superiors alike.

