

# Tom's Schin Sights

**Hello, Friends!**

## **What's New**

Welcome to Tom's Schin Sights, a monthly (ish) newsletter to bring you *insights* (ahem) related to Company Culture, Employee Engagement, and Leadership Development in your world of work.



Why are you receiving this? You're a valued member of my community, and I wanted to share some of the things I've been up to...



## **Where in the World has Tom Been?**

As many of you know, I started Build Better Culture back in February 2020 (yeah, pre-pandemic), and it's been this nice, side-hustle-esque piece to my persona. In November of 2023, it became my FULL-time project. It's been a bit of a whirlwind for sure! It took a little adjusting (I mean, sleeping in, working in my slippers, hanging out with my dog – it's a ruff life!). All kidding aside, after nearly 20 years in recruiting, I'm off onto this next chapter, my passion. As I've said to many friends, if I don't go after my dream now, A) when would I? and B) I'd be

kicking myself later in life. So as they say in poker, I'm ALL IN. All in on Culture, Engagement, and Leadership Development.

Here's my ASK. Share this newsletter with friends, hiring managers, or your HR Manager – Visibility helps, especially with companies who could use a little help in building a little more culture and engagement into their workplace.

## Latest Blog

There are no shortcuts to connecting with your employees. No hacks, no backdoor methods, or “secret” ways you can instantly make them your best confidant. No Magic Wands (sorry wizarding world friends), no Jedi mind tricks (not that I haven't tried) to get into their heads to strengthen that connection. Doesn't matter how long they've been working with or for you, what they do, what generation you're comparing them with, where they grew up, what sports they're fans of, whether they went to your college or not etc.

[READ THE REST HERE](#)

Be sure to check out previous blog posts.



## Multi-generational Workforce

On one side, we've been having new generations join the workforce forever. But with the access we have to media, it changes our view. LI shared this great piece on how you can adapt your company culture to multiple generations. [Read more here.](#)

## Sharing is Caring

We get to meet so many great people over time. I want to use this section to highlight some of the great work people in my network are doing in and around culture, engagement, HR, leadership and more. This month, I bring you Tom Horne. He is on his second podcast already, called Tom's Engaging HR Podcast, available on Podbean. Give it a listen and share it with others!

## Til next time

I'll be sure to include stories, stats, and useful

nuggets. Want to see something specific or have a question? I'd love to hear from you. Email me at [tom@buildbetterculture.com](mailto:tom@buildbetterculture.com)

Special thanks to my friend's Francesca (help with the newsletter name), and Kim (inspiration to get this off the ground)! Thanks for your support and I'll see you soon!

~Tom

PS – Don't forget to share!



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