

The Importance of Building Company Culture in the Retail Industry

The growth of the retail industry has been tremendous since the 18th century when retail began as an [organized industry](#). The retail industry is a very dynamic and customer-driven market due to the evolving change that comes with the shifting expectations of the public, which is why building an effective company culture is essential to excel in this space.

Company culture is the organization's shared beliefs, objectives, and attitudes - how individuals feel about the organization they work for, the principles they uphold, the direction envisioned, and the steps they take to get there. These characteristics represent an organization's culture as a whole, which is determined by how employees interact with one another and how they adapt to change. It is entirely up to each organization to determine how it wants to create its own culture. This article will describe background information on corporate culture and its importance in the Retail Industry.

Why Is Building A Workplace Culture Important?

Many challenges are attached to the retail industry, resulting in failure or premature shutdown for these startup retailers. Failure is a common problem in the retail. According to the U.S Small Business Administration's Office of Advocacy, [roughly one-third of small businesses survive the first 10 years](#).

Many companies transitioned to remote work when the pandemic struck in 2020, which made it difficult to put everyone on the same page since they are not all in the same physical location. As a result, it became important to ensure that everyone performs their task, shows up on time, and keeps everyone involved and connected.

It is pleasing to have a beautiful building, conducive workspace, and beautiful paintings but building a dynamic workplace culture is far beyond that. It involves how you feel about your work, the togetherness of your team and the unity of purpose, and your approach to finding solutions to challenging problems. You need to be as deliberate about establishing an atmosphere that supports your beliefs as you are when hiring personnel if you want to build a great business culture.

The company is what it is because of the ideals you establish, your attitude toward your employees, your goals, and the connections among the company members. Since company culture constitutes your company's foundation, it is just as crucial to its long-term success as generating more sales and raising profits.

Retail companies focused on creating a supportive and productive workplace culture are more likely to improve the success of their company. Creating a positive company culture will also make employees content and happy. [Research by the Social Market Foundation, cited by Forbes, found that happy employees may be 20% more productive and increase sales by 37%](#). Finding quality employees will be easier because a positive company culture will impact your capacity to recruit and keep talented workers.

Despite the widespread belief that financial rewards are sufficient to keep employees, the truth is slightly different. People are more driven to choose employment with a favorable company culture now that many career possibilities are available. A Glassdoor Survey in 2019 established that [77% of adults would consider a company's culture before applying there, and 56% of the respondents believe that workplace culture is more important than salary](#); these numbers establish that everyone wants to work in an environment conducive to collaboration and productivity, and do not mind opting for lesser pay, as long as the environment is right. In 2021, the U.S. Bureau of Labor Statistics marked [an all-time high record of 24 million American employees resigning from their jobs between April and September](#); consequently, [data from MIT Sloan Management Review](#) establishes that Apparel Retail is the industry with the highest average attrition rate at 19%. Interestingly, surveys establish that the top reason employees quit their jobs is "toxic corporate culture," which accounts for 10.4% of attrition.

Indeed, employee retention is ideal for business expansion because a team can only remain cohesive when synergy is ever-present. Employee involvement in creating a business culture is just as important as reinforcing senior management's overarching vision or goals. In other words, an organization's basic beliefs and its workforce will both be reflected in a strong culture. Your company's culture creates its style and identity. It sets your business apart from competitors and influences your employees' and customers' enthusiasm and satisfaction.

A strong corporate culture includes improved goal alignment, a stronger brand image, and enhanced staff engagement. Due to the individual nature of each organization, one company can't absorb the culture of another; the fluff will be transparent to consumers. Peter Drucker, a management expert, and author, reportedly quipped that "**culture eats strategy for breakfast.**" This sentence is quite accurate. A firm can't succeed without a positive working culture. Retailers frequently overlook the importance of supporting the corporate culture in favor of serving customers quickly. That is a grave error.

Key Takeaway

Healthy workplace practices enable people to work to their maximum potential. When employees can measure the impact of their work, they often look forward to their job. A solid organizational culture builds a coherent workforce that can handle challenges and encourages individuals to work together, share knowledge, and concentrate on corporate goals and objectives. The largest error businesses make is not outlining their desired workplace culture before allowing it to emerge spontaneously.

Intentionally or not, it's crucial to keep in mind that culture develops; when it is unintentional, the results are frequently negative. There aren't any quick fixes, but if you are thoughtful and intentional about creating a solid corporate culture that will uphold your values, your employees will be more productive and stay on board longer. Although it won't happen right away, the work will be well worth it in the end.

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About the Author:

Elias Amash, President of GRIP, is an industry veteran with more than 30 years of experience in global sourcing, manufacturing, distribution, retail merchandising, fulfillment, marketing, technology, and operations. He is a trusted partner to hundreds of retailers and has “leveled up” the industry with GRIP’s undying commitment to offering only the highest levels of service to its customers. Amash has published several books: 8 Skills That Pay Off Forever, The Top 10 Most Important Lessons, The Retail Advantage: How to Win the War with Amazon, Retail Survival: Who Lives, Who Dies and Why, The 50 Most Important Lessons in Life, The Future of Retail, Importing from China: The Good, The Bad, and The Ugly, and 101 Bright Ideas: Winning Tactics to Increase Retail Sales.

About GRIP:

GRIP was incorporated by Charles Amash in 1980 and has grown into one of the nation’s top suppliers of innovative products to the retail industry. Located just south of Grand Rapids, Michigan, GRIP features a 200,000 sq ft state of the art warehouse facility including a 2,000 sq ft product showroom. GRIP carries a product line of over 1,000 specialty tools, tarps, automotive, cargo control, cleaning, LED lighting, magnetics, outdoors, household items, impulse and general merchandise. GRIP has a proven track record of excellence in supplying retail clients with innovative products, timely fulfillment, and world-class customer support. At GRIP, everything is about earning your business...one customer at a time. It’s about building relationships and fostering business partnerships that will last long into the future. Our goal is to have Customers for Life. The future at GRIP is exciting and we’re hoping that you can be a part of it as one of our many Customers for Life.

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