



How to Write an
Engaging Company

Culture

Book

People Want to Read

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Introduction

Offices and organizations have evolved rapidly in recent years.

To stay up to date with today's workforce, HR professionals have taken on new responsibilities, often which includes updating company practices and policies.

Yet, that itself creates another task - one that should not only include HR, but the entire team:

Creating or updating the company **culture book**

Culture books are far from new concepts in offices. However, these guides evolved over the years along with the rest of the office. What once served as a suitable guide is now a stale, bland and mundane document that is more likely to drain employee enthusiasm than it is to energize and educate.

To help teams and people professionals update their company culture books, we here at Peoplzz compiled some of the must-know info on modern company culture books. Enjoy!

When Should a Company Create a Culture Book?

While there is no clear regulation stating that a company culture book is required, they are strongly recommended. Culture books allow employees to better understand the organization's culture and workplace rights. Consider it a combination company primer and employee rights guideline.

When choosing to create a company culture book, most companies choose to do so for a number of reasons:

To provide clarity and minimize any potential conflicts

To educate new hires

To accurately portray the company's values



Photo by [Artem Bali](#) on [Unsplash](#)

Each company's overall reasoning will change to some degree. Overall, however, the goal should be to serve as a guide for new hires or at a time when the company is growing or evolving.

As such, while a company culture guide may not be required reading, it certainly is helpful and encouraged.

How to Create a Culture Book for Today

Today's culture books are now robust, vibrant pieces of copy that could easily double as a sales or marketing guide. While policy will always play an integral part, it's become clear that verbiage and readability significantly factor into the creating process.

Instead of using dry, robotic language, keep the tone of the company in mind with day to day language that fits with the tone of the team.

To create a culture book that people want to read, consider the following points:

Include the Entire Team

While HR may be responsible for the development of the book, it is best to get insights from all aspects of the company for a complete look into the culture. Speak with executives, recent hires and long-term team members to accurately portray what work is like at the company and across its departments.

Stay on Brand

Treat the culture book like it were a piece of marketing or sales copy. Make it pop and fill it with information your reader needs to understand. Use the language, visuals and style choices the company uses on any other materials it puts its logo on. While you don't have to go all out to make it look like a sales brochure, using your company colors, tone and visuals certainly help establish what brand your book is about.

Use Relatable Language

Whoever said culture guides had to pains to read needs to be erased from HR history. Thankfully, those days are ending. Today, a well-made culture book is actually fun to read. It's engaging and informative. Part of why they have become fun to read is because of its language. Instead of attempting to sound formal and veering into rigid, have fun with it. Write as the team talks. If you start at this point, editing the copy to fit your brand voice should be a breeze.

What to Include: Who Are You?

If you hear the classic song “Who Are You?” by the Who, then you may just be in the proper mindset to craft your company culture book.

Remember, culture books have no set structure. That said, there are certain pillars of a guide that should be included. Whether crafting the first iteration or an updated guide, the following sections are about as close to must-haves a culture book requires. And it all begins with defining your company.

Mission Statement

Your mission statement is the core of your company culture. In a concise paragraph or two, your mission statement conveys who and what your company is about. To start, craft your idea then workshop it with others on your team. Together, create a clear opening statement that defines what the business values in employees and ethics.



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Core Values

Core behaviors establish what the company prioritizes most about its culture and business.

Here, the expectations of both the employee and company are laid out. Instead of discussing KPIs, instead, these expectations detail the way each person should be treated. That includes employees, clients, visitors, freelancers and any other person who may come in contact with your company.



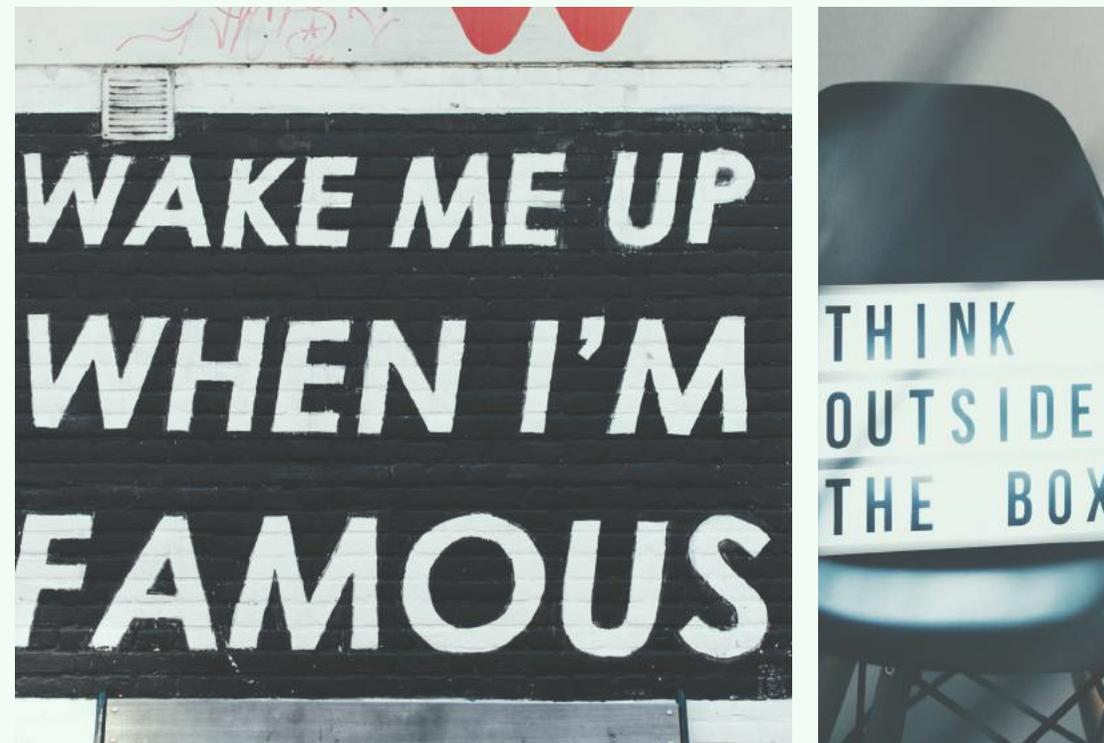
Tips for Crafting a Mission Statement and Values

Make more than broad statements! When spelling out your values and mission statement, actually spell them out.

Go into detail about your mission. Explain why this mission drives your company. If teamwork is part of the mission, explain why each person is so vital to the team. Why is a happy team your overall goal to success?

When creating core values, some companies opt for pages of detail. In other cases, a few concise paragraphs are enough.

Whichever your team prefers, use your words to do just like you did with the mission statement. Why does your company value these behaviors and principles? How do they push the company to its overall goals?



What to Include: Explain Your Values

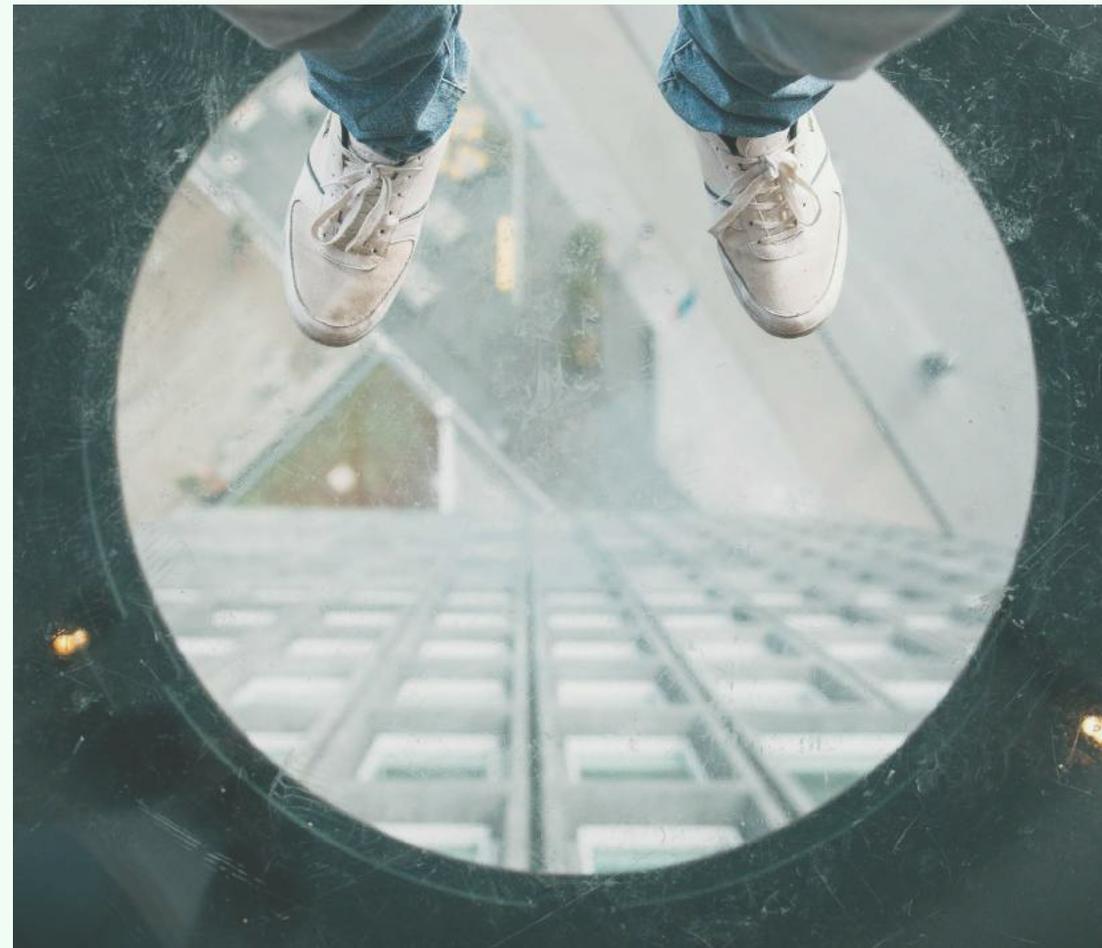
Using the tip just mentioned, plenty of companies choose to go further and spell out just how the company puts its values into practice. For example, if your company values transparency then it should consider detailing how it keeps employees informed on company business.

One great recent example is Patreon. Its company guide went so far as to recognize the risks of transparency, explaining each risk, before demonstrating why the reward of transparency outvalued the risks associated. From there, employees were given more assurance about the company's transparency with examples of how the company carries this policy out, from Q&A meetings to publishing and tracking all team goals that every person on the team can track.

If you find your team stuck on how it demonstrates its core values, consider it a chance to revise. In one case, you could revise your core values and mission statement to align with how the company is operating.

Or, you can take a longer but valuable undertaking and start putting these examples into action before publishing your guide.

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What to Include: Expectations

Expectations fall into two categories:

1. What the company expects from the employee
2. What the employee can expect from the company

In many ways, both expectations are quite similar. However, there are several points to consider when crafting each aspect of your expectations:

What the Company Expects

Both are vital points to the company culture book and for the team overall. If the guide is used as a general welcome to a new hire, expectations can be more broad. In this case, your guide can elaborate on what's been already stated while detailing the company's recent successes. From there, expand on what the business has set out to achieve and how this new hire plays an important part in the process.

If the guide is more specific to the person or even a department, then your information can be more suited to a role. For example, some companies will

provide slightly different books to new managers than they would entry-level employees. This way, each understands their role while receiving the same information regarding the overall culture.

In addition to laying out company goals and recent achievements, your guide can delve into the role itself. What is expected? What pain points has the team encountered? What does the department want to achieve going forward? Overall, make sure to keep the expectations ambitious yet realistic. Just like when setting KPIs or other milestones, it is best to strike a balance that conveys growth and reality. Remember to inform but not overwhelm.

What the Employee Can Expect

The points above can also help the team get into the mindset of detailing what an employee can expect from the job. Explain the tasks, responsibilities and opportunities that the person can expect as part of this team or department. Lay out perks they may be able to enjoy as well. Remember to give them a complete look at what life will be like as a member of your team.

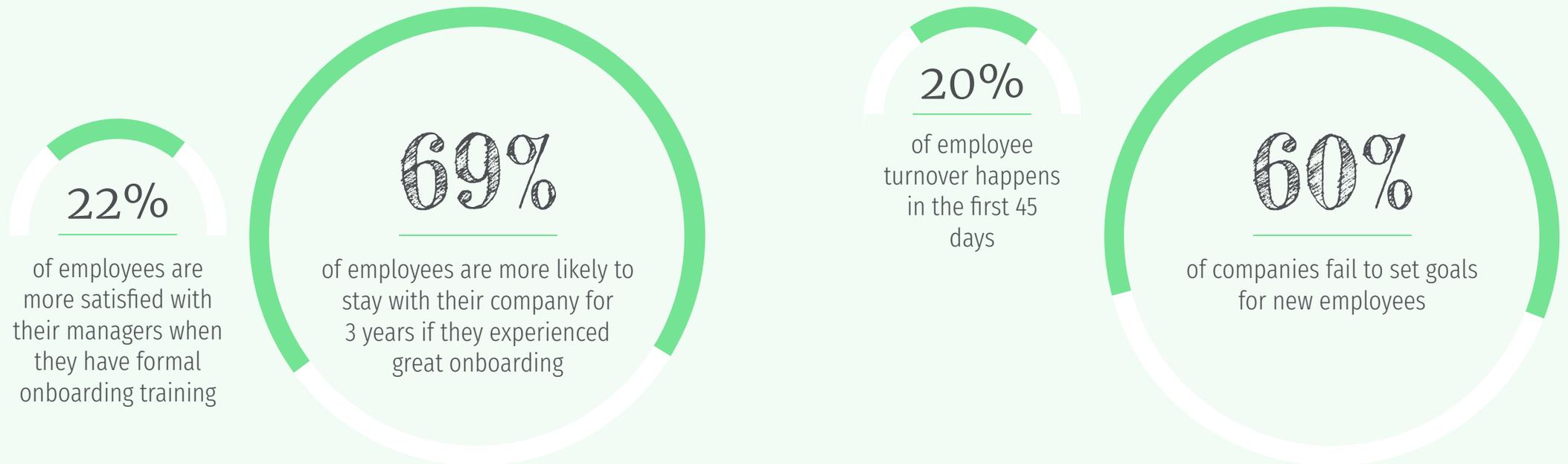
This is another opportunity to either go into great detail or provide a more concise overview.

Some companies will take the chance to elaborate on their internal opportunities ranging from career growth seminars to mentorships. If your team embraces the future of work and the network of teams concepts, then these would be an ideal time to expand on these efforts.

Whichever route is taken, be sure to lay out what the employee experience is like. Lay out what they can expect without glossing the experience. Just like setting company expectations, be realistic.

Here is some helpful data

Information by [OfficeVibe](#)



What to Include: Company Policies

What to expect from the company also includes its perks. Unlike mentorships and free snacks, these perks are more classic to the office. Just as culture books have for generations, these are more worker entitlements than actual perks. They are the essential must-know pieces of information about employee's rights everyone wants to understand.

Some of the critical aspects often detailed in the policies section include:

Vacation time

Sick days and extended leaves of absence

Equal opportunity policies and initiatives

Pay (if the guide is tailored to the specific new hire)

This section often provides teams with some difficulty with wording. Unlike the previous sections, you'll want to be more straightforward and to the point. That necessity

may steer you towards writing more legalese than casual copy. While that may feel comfortable here, try to stay on-brand and detail these aspects of the job in a way that won't come off as dry and robotic.

Photo by [Jon Tyson](#) on [Unsplash](#)



Companies with progressive vacation, maternity leave, equal opportunity and other policies can go the extra mile by elaborating on what these policies do for the team and its employees.

What to Include: HR and Legal Information

Holding off on the legalese in the company policies section pays off here. Unlike other sections of the company culture book, your HR and legal information needs to remain the same as it always has. This benefits the company and employee by leaving no details confusing or open to interpretation.

This section is meant to provide the contact information and rights an employee has in the workplace. While you can update the section with a standout graphics or an on-brand intro paragraph, make sure that the details provided here are as clear-cut as can be.

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In this section, be sure to include information on:

How to contact HR

How to file workplace complaints

Legal information

Obligations related to employment

Depending on your industry, additional points may need to be addressed. When working on this section, rely on your own information as well as the legal experts that work with your organization.



Suggested Reading

Here are a few of our favorites from some fantastic brands:



NETFLIX



Etsy

