Forrest Bell reveals how to build a strong company culture

Friday 5 February, 2016

Liverpool-based outsourced sales and event marketing specialists, Forrest Bell invest a lot of time and energy into creating a fun, friendly and nurturing working environment where everyone is encouraged to reach their full potential and achieve their goals. Here the firm reveals how to build a strong company culture.

About Forrest Bell: http://www.forrestbell.com/about/

A strong company culture can be the catalyst for success. Forrest Bell prides itself on their unique culture where fun meets success and they believe this has played a pivotal role in their success to date. As advocates for a strong company culture, Forrest Bell has revealed their 5-step guide.

1. Transparency

Honesty is crucial for building trust. The importance of transparency cannot be underestimated. At Forrest Bell they make sure everyone they work with are fully aware of the company's integral workings, the goals for the future and how they can fit in. They encourage the people they work with to share ideas and give feedback no matter who they are or what they do.

Another thing the firm does to bring more transparency is to regularly have question and answer sessions. These sessions are set up to allow everyone in the company to participate and ask questions. Questions are encouraged, with the firm promoting the notion that there are no 'stupid' questions.

2. Recognition and reward

Many people feel like they are overworked and underappreciated. At Forrest Bell they have a recognition and reward culture. They hold weekly office nights to allow the people they work with to socialise and get to know each other away from the office environment. The firm regularly run competitions to recognise and reward their rising stars and top performers. Forrest Bell argues that people who feel appreciated will perform better and it doesn't always require a big gesture, a simple thank you at the end of a working day will suffice for some.

3. Empowerment

The key to empowering people is to avoid strict rules and guidelines and instead give them general guidelines rather than detailed directions. The general belief is that the more freedom people have, allowing them to make their own decisions of tasks and finding solutions, the more they feel connected to and integrated into the company's culture.

4. Talk to customers

Customers hold a lot of power. Without the ability to invoke interest, or appeal to their needs, it is hard to get a marketing campaign off the ground. Forrest Bell urge brands to recognise that customer feedback can be invaluable. Asking for feedback can help to overcome any hurdles and create a more engaging campaign.

5. Outline the company structure

It's important for people to know how the company works. This is what allows companies to put their culture into practice. People need to know the communication channels, company policies, performance indicators and evaluations, responsibilities and meeting schedules etc.

If the structure is made clear, everyone can do his or her job effectively as they are fully informed. The business culture will be massively enhanced if the organisational design put into place clarifies accountability, authority and responsibility.

Forrest Bell builds their strong company culture through their development opportunities. As supporters of entrepreneurship and education they are committed to the on-going development of the people they work with, providing them with all of the necessary skills and knowledge for success. The more ambitious people have the opportunity to expand their expertise by attending educational, inspirational and

Related Sectors:

Business & Finance :: Education & Human Resources ::

Related Keywords:

Forrest Bell :: Transparency :: Recognition :: Reward :: Empowerment :: Engagement :: Culture :: Structure ::

Scan Me:

motivational workshops and seminars that are designed to teach all aspects of the business and its inner workings, as well as how to succeed as a business owner within the sales and marketing industry.

Liverpool-based outsourced sales and event marketing specialists, Forrest Bell acquire customers for their clients through in-person promotions at events and venues throughout Merseyside. In a competitive market the firm is constantly striving to stand out and they believe one of the keys to their success is the people. Rather than viewing people as just a number, at Forrest Bell they get to know everyone on a personal and professional level and make an effort to build a connection. They believe that for people to perform to the best of their ability, they have to feel that there is room for growth and the opportunity to develop.

###

Company Contact:

Forrest Bell

T. 07939 558 597
E. hello@forrestbell.com
W. https://www.forrestbell.com/

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.forrest-bell.pressat.co.uk