Utopia Creations: Why Company Culture is Our Number One Priority

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In a frank discussion, Utopia Creations has shared why building an active, inclusive, and upbeat atmosphere is the number one priority for their company.

About Utopia Creations: http://www.weareutopia.co.uk/about-us/

At Utopia Creations, it is a fundamental part of the daily processes to ensure their culture is maintained and nurtured. Their focus on support and individual success has played an essential component in the successful sales and marketing firms success. Utopia Creations is always looking for new strategies which they can implement to deliver the best results for their clients. Utopia Creations specialises in a personalised form of direct marketing which allows them to connect with their customers' typical consumers on a face-to-face basis. By encouraging one-to-one interactions between brand and consumer, Utopia Creations can drive long-lasting and personal business relationships between brand and consumer. In turn, this often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Utopia Creations reveal top research which supports the firm's emphasis on developing a strong company culture:

Study #1: Happiness – Conducted at Dept. of Economics at University of Warwick by IZA World of Labour and Dr Eugenio Proto.

The study places emphasis on the correlation between employee happiness and productivity level. With years of research all pointing to the same conclusion, Dr Proto highlights the correlation between higher incomes and individuals who frequently experience job satisfaction, genuine interest in projects and enthusiasm.

Study #2: Collaboration - a joint effort between the Surrey Business School and France's Grenoble Ecole de Management.

A well-established team who understands their part in processes is vital to success when a firm has attracted and established a strong team it can be costly to a company to lose a single team member. The loss hits hard as it can disrupt the balance of personalities, skill set and confidence within aspects of project management. There are also implications of introducing new team members and their ability to coordinate within an unshakable company culture.

Utopia Creations are committed to maintaining their renowned culture, by regularly offering incentives to boost productivity with prizes selected through frequent one to one appraisals to ensure that incentives are still in line with the principal motivators. Regular team building activities such as days out and competitions are arranged, centred around developing fun yet hardworking atmosphere which can be carried through to the working day. There is often travel opportunities for high achievers in the firm, and these include some of the most sought-after locations on the planet.

Source:

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