

Culture Isn't a Perk—It's Your Power Source and Strengths are the Electricity

In today's fast-moving work environments, one thing remains constant: culture drives engagement.

It's tempting to think culture “just happens” over time. But the most successful and energized teams don't leave it to chance—they create culture on purpose. When you define, shape, and live your team's culture intentionally, you give people a reason to connect—not just to their work, but to each other.



What Is Culture, Really?

Culture isn't simply ping-pong tables, Zoom happy hours, or clever mission statements framed on the wall. Culture is how your team behaves when no one's looking. Think about how someone answers the phone on their 2nd day of work. Chances are they've heard someone else answer it and mimicked it. That's culture in action!

Why Culture and Engagement Go Hand-in-Hand

Here's what the research tells us (and what you may have seen firsthand):

- Teams with strong, positive cultures experience higher productivity, less turnover, and greater resilience.
- A clearly defined culture reduces uncertainty—giving people clarity around how they can contribute and thrive.

When people feel like they belong, like their voice matters, engagement soars.

Building a Culture that Engages

There are a few ways you can begin creating a culture that intentionally fuels engagement; clearly living the values, providing psychological safety, normalizing feedback, feedforward and recognition. But let's focus on how Strengths can be leveraged.

Lean Into Strengths

When team members know what they do best—and see those strengths appreciated and utilized—they're more energized and committed. That's why tools like CliftonStrengths are so powerful.

Strengths-based cultures don't ignore weaknesses—they build on what works. It's a mindset shift from “fixing people” to “fueling people.”

By naming your Strengths and then claiming the behaviors, the team can be more effective. For instance, when a new project appears, having someone with **Activator** be part of it makes sense. If it's a project that needs to create multiple options, having someone with **Strategic** in the group will also help. If the rest of the team understands that this is what will serve the team best, everyone will feel more engaged as the result should be on point.

3.7x more likely to be engaged when aligned with team values.

Bottom Line

Culture is a strategic advantage. When you intentionally shape a culture grounded in clarity, strengths, and trust, you don't just get happier employees. You get more engaged teams. Come join us for a free seminar on July 17th to explore this concept. Click [here](#) to learn more and register



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