



SMALL BUSINESS CULTURE AT WORK REPORT

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The **turnstone Small Business Culture at Work Report** was developed to learn how small and emerging companies view company culture

Key findings

- Small businesses consider culture to be a major contributor to their company's success, but less than one-third are satisfied with their culture as it currently stands
- While the majority of small businesses consider the physical workspace to be a part of the company culture, more than a quarter of them say their space needs updating to accommodate different employee needs and work styles
- Nearly three-fifths (59%) of entrepreneurs believe that company culture grows in importance as they increase the number of employees.

THE ROLE OF COMPANY CULTURE

89% of entrepreneurs consider culture to be an important or very important contributor to the success of their business

How does culture contribute to success? The survey found small businesses feel company culture positively impacts them in a number of ways:

- Boosts employee productivity and creativity (63%)
- Helps attract and retain customers (52%)
- Helps attract and retain talented employees (45%)
- Helps the business grow and be more profitable (45%)

Culture becomes even more important to businesses as they grow in size – particularly after the 10th employee joins the team

THE ROLE OF COMPANY CULTURE

72% percent of entrepreneurs are unsatisfied with their company culture as it currently stands

What needs improvement?

- **Employee motivation, team spirit and collaboration** (31%)
- **Office Perks** – free meals, wellness program, flexible work arrangements, office yoga (27%)
- **Physical Environment** – updates to office space, variety of places/settings to work, collaborate and socialize (26%)
- **Company policies** – dress code, attendance, promotion, compensation (23%)
- **Leadership** – accessibility, communication of core values (19%)
- **Connection to internal and external community** (17%)
- **Transparency** by leadership among employees and customers (16%)

THE PHYSICAL WORKSPACE

80% of small businesses consider the physical environment in which they work to be part of their company culture – this includes personal office space as well as common areas, such as meetings rooms, conference rooms, and kitchen and reception areas

26% of small businesses say that their physical work environment needs improvement

Only 31% of small businesses report that employees have a variety of workspace options to choose from, including private areas, standing desks, lounge settings, and collaborative spaces



WELLBEING IN THE WORKPLACE

Less than a quarter (22%) of small businesses said employees feel supported to follow healthy behaviors throughout the day, including stepping away from their desks for breaks and changing postures/workstations throughout the day

COMPANY SPOTLIGHT

Parking Panda, an ITA for the parking industry that lets users find, reserve and pay for parking from a mobile device, gave employees a FitBit for the holidays to help track health and fitness metrics, which has led to more movement around the office



WHAT MAKES SMALL & EMERGING BUSINESSES SPECIAL

51% offer employees paid time off for vacation/holidays and encourage them to use it

While larger companies are starting to require employees to return to the office, nearly half (41%) of small businesses offer flexible work arrangements, including the option to telecommute, work part-time and work from home

41% reported that employees have control over their career growth and development

Employees are encouraged to take part in learning opportunities both inside and outside of the company (43%)

WHAT MAKES SMALL & EMERGING BUSINESSES SPECIAL

50% of small businesses say employees are passionate about their work, and the company works to reinforce the brand's purpose, history and culture



COMPANY SPOTLIGHT

Greatist, a health and wellness media company, has a timeline around the office that marks company milestones and leaves room for future accomplishments. The company also has a gratitude wall where employees can share positive comments about coworkers and the company as a whole.

WHAT MAKES SMALL & EMERGING BUSINESSES SPECIAL

47% encourage employees to be authentic by bringing part of their personal lives to work – decorating the space, displaying personal items and sharing passions outside of work

COMPANY SPOTLIGHT

On Mondays, digital and branding studio Sputnik Creative has employees share their weekend stories as well as goals and concerns for the coming week

Half (47%) of small businesses provide office amenities, like complimentary snacks and meals

COMPANY SPOTLIGHT

Thanx Media, a technology company that delivers e-commerce solutions, has a daily 3PM tea time and hosts Beer Fridays with beer from an employee's side business

Small Business Culture at W



ABOUT TURNSTONE

turnstone is a Steelcase Inc. brand inspired by the spirit of small business. The company designs solutions that help create great work environments that are easy to own and exhilarating to use. We provide ideas and attainable solutions that help our customers stay focused on what's most important to them – their exciting journey through business and life. Running a small business is hard enough— having a great space to work in should be easy. For more information, visit www.myturnstone.com.

METHODOLOGY

The research provided by Ebiquity is based on a nationally representative sample of 515 small business owners/managers of companies with fewer than 100 employees. The anonymous survey was conducted online April 28 – May 2, 2014. The survey has a margin of error of +/- 4.3% at the 95% confidence level.