

10 ways to build a great remote team culture

(and why you should want to)



Employees who believe that management is concerned about them as a whole person – not just an employee – are more productive, more satisfied, more fulfilled. Satisfied employees mean satisfied customers, which leads to profitability.

– Anne M. Mulcahy, CEO of Xerox



Business Me



- Bought JobRack in 2018
- Grew it VERY slowly for 2 years
- Then ... started offering what people wanted
- Increased the revenue 20x in 2 years
- Grew the team from 2 to 12 along the way
- Helped over 1,000 businesses hire great team members



1 - Get to know your team

There's tons of ways to get to know your team here's the simplest hack...



Warning: this advice is NOT in Traction



Team Meetings don't need
to be **100%** about work

1 - Get to know your team

How?

Ask questions... easy and fun ones like:

- What did you want to do for a career when you were a child?
- What's the most embarrassing accident you've had?
- What's making you happy right now?
- What are you saving up for?
- What do you love that would surprise people?

Ask them to come up with questions

2 - Spend time with your team members

The more time you spend with people the better you get to know them

But how when you're already busy?

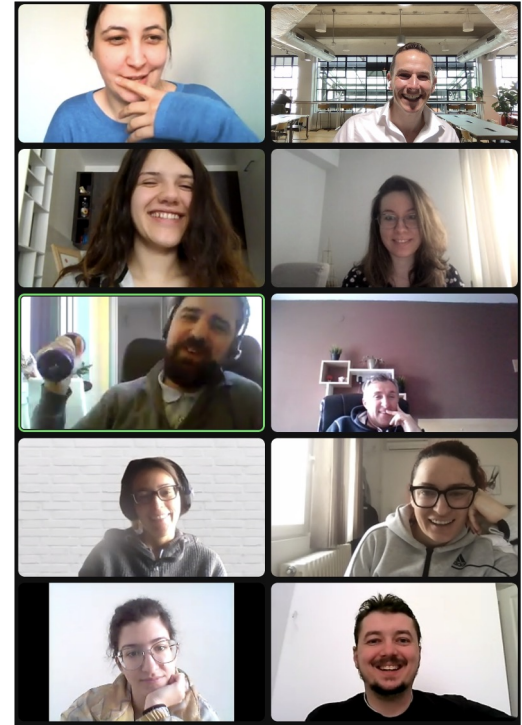
Work time: Team meetings & 121s

Fun time: Afternoon tea - 30 mins Fridays at 2.30pm

121 Coffee calls - 30 mins each month

Topics:

- What are you up to this weekend?
- How to psychoanalyse your partner
- Worst film you've ever seen and why



2 - Spend time with your team members - effective 121s



Monthly Scorecard Questions

- Feelings about the month just gone
 - Something they're pleased with
 - Something they think they could have done better
- Key focus items for next month
- What should we... start, stop and continue
- Key areas that you need support on next month.
- How can your manager best help you?

3 - Share what you're up to

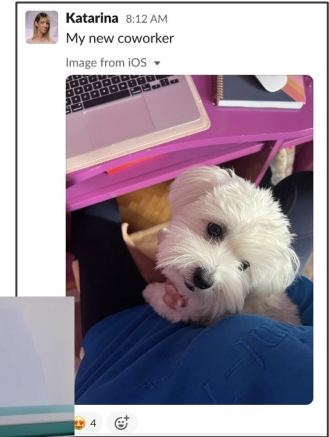
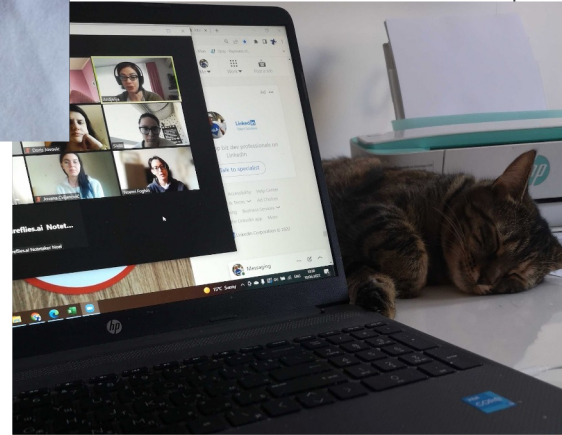
Loom videos

- Simple, fast, and hyper casual
- While walking to WeWork
- After a workout
- Any random moment

Wherever...whenever...just do it



They can share what they're doing too...



4 - Values

1

Corporate fluff
or something
genuinely useful?

2

The challenge is
making them truly
meaningful... to you
and the team

3

You and your team
members might
not be motivated by
the same things

4 - Values

- **Why are values important?**
 - They keep the team aligned
 - They allow you to delegate better
 - They help you to recruit better people
- **How to define them**
 - Can be modelled on your existing team members (Great tip from Traction)
 - Get help from your team
 - Give it time... it took us around six months

4 - Values - How we defined ours



4 x team calls + Team Retreat

1 - Set the scene

2 - Brainstorm

3 - Review the short list

4 - Discuss the final list

Our Values Ideas... we'll do this on the call

80:20	Loyalty	Thorough	People first	Quality	Passion	Support
Transparency	Growth / Improvement mindset	Curiosity	Problem solving	Urgency / Pace	Team	Fun / Play
Helpful / friendly / caring	Professionalism	Focus	Integrity (link with transparency too)	Adventurous	Respect	Straightforward / Direct
Improving	Client / customer focused	Candidate focused	Learning	Resourceful	Scrappy	Experience / Expertise
Helping others	Be a team player	Understanding and analysing first	Excellence	Analytical and Data driven	Proactive	Punctual
Grit / Courage	Attention to detail	Organised	Process driven / Systematic	Systematic	Initiative	Honest
Kindness	Friendly	Pet friendly	Ambitious	Accountable	Efficient / productive	Mutual understanding
Supportive	Part of the team / feel included	Appreciated / appreciative	Rewarding	Take the lead / take ownership / care like its yours	Innovative	Freedom
Flexibility	Openness	Adaptable	Mentorship / guidance / supportive	Feedback	Progression / Moving forwards	Responsive
Personal growth	Communicate clearly / openly	Motivated / dedicated	Productive	Care like its yours	Dedicated	Timeliness / on time
Diverse	Responsible	Creative	Synchronised / aligned	Caring	Perseverance	Eager
Excited	Energetic	Acknowledgment/ recognition	Positive	Satisfied	Celebrate success	Content
Pride	Simple	Inspired	Clarity / vision	Always pushing, Learn from mistakes	Learning	Vision of the future

4 - Values - Our Values



- We have **Clarity** - we know where we are going and what's expected of us
- We work with **Focused Speed**
- We are **Positive and Professional**
- We **Wow our Customers / Clients**
- We **Constantly Improve**

Above all we are**Helpful and Friendly**

5 - Send birthday cards



Dear Noemi,
I wish you the happiest of birthdays! Thank you for being supportive and amazing. I have learned a lot from you in the past year and I am lucky our paths crossed xxx
- Doris



Have a fantastic birthday Noemi, looking forward to celebrating with you in Split :)
- Noel

sendwishonline.com

5 - Send birthday cards... and work anniversaries too



[sendwisonline.com](https://www.sendwisonline.com)



Happy Anniversary Slobi - Loved spending time with you last week and can't wait for next time!
- Noel



Happy anniversary Slobi!

You're amazing and we're really lucky to have you in the team. Looking forward to meet again soon =)
- Noemi

5 - Send birthday cards - How to remember

Simple recurring tasks in Asana

Birthday Reminder		👍	📌	🔗	🔄	⋮
Subtasks						
👍	Jasmina's Birthday is coming soon - 22 Jan	4 Jan, 2023				
👍	Noel's Birthday is coming soon - 15 Mar	25 Feb, 2023				
👍	Slobi's Birthday is coming soon - 15 Mar	25 Feb, 2023				
👍	Ajsa's Birthday is coming soon - 27 Mar	15 Mar, 2023				
✅	John's Birthday is coming soon - 20 Aug	5 🗓️	20 Aug			
👍	John's Birthday is coming soon - 20 Aug	5 🗓️	20 Aug, 2023			
✅	Noemi's Birthday is coming soon - 10 Sep	6 🗓️	26 Aug			
::	👍 Noemi's Birthday is coming soon - 10 Sep	6 🗓️	26 Aug, 2023			
👍	Ilma's Birthday is coming soon - 27 Oct	27 Oct				
👍	Doris's Birthday is coming soon - 11 Nov	24 Oct				
👍	AjsaD's Birthday is coming soon - 13 Dec	22 Nov				
👍	Nikola's Birthday is coming soon - 20 Dec	29 Nov				

5 - Send birthday cards - Extra bonus points

**Have it printed and
send it to them!**



6 - Geekbot

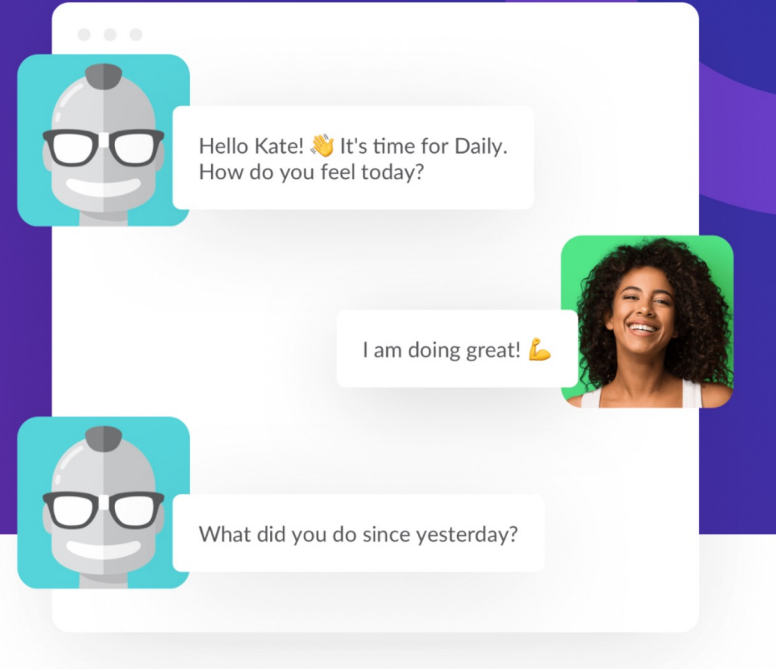
Run standup meetings in Slack & Teams

Join thousands of teams that use Geekbot to automate standups, surveys, and daily reports.

 Add to Slack

 Add to Teams

Start your free trial today. No credit card required.



6 - Geekbot - Daily Standups - Daily Variation

Motivation Monday

✓ All Saved



Geekbot APP 07:30 AM

Happy Monday Katarina! It's time for Motivation Monday. Every new week is like a new year, full of new opportunities, possibilities and newfound motivation! So kick start your week the right way!

Questions

- What did you do over the weekend?
- How are you feeling this morning? Are you rested, energised and confident?
- What are you looking forward to this week?
- How do you feel about work that you have lined up for the week?
- What is one goal you would like to accomplish this week?
- Share a photo with the team! (motivational quotes, photos from the weekend, memes)

Give Kudos

Schedule

Weekly on Thursdays, at 10:00 AM, in user's local timezone

Questions

- Show your appreciation and give a gift of feedback to your teammate 🧀

6 - Geekbot - Gratitude / Give Thanks Thursdays



Ilma APP 2:46 PM

Ilma posted an update for Give Kudos

Show your appreciation and give a gift of feedback to your teammate ❤️

This #ThankfulThursday I want to say thanks to @John Sutton and @Nikola for always keeping up cheerful mood in the team and coming up with best playlists and random (fun) things to read to start the day off. You're the best guys!



5 replies Last reply 4 days ago



Stefan APP 10:39 AM

Stefan Regoje posted an update for Give Kudos

Show your appreciation and give a gift of feedback to your teammate ❤️

For this #ThankfulThursday I will have to give kudos to every member of JobRack team for very smooth onboarding, warm welcome and all the help! Grateful to be here, you are awesome!! 🚀 100



Andjelija Vitic APP 09:17

Andjelija Vitic posted an update for Give Kudos

Show your appreciation and give a gift of feedback to your teammate ❤️

This week, turn for @Ajša D @Doris, thank you for the support, teamwork, and great spirit! Happy to work with both ❤️



7 - Team Retreats

- Split, Croatia
- Villa style
- Four days - full team
- Just 3 x 2 hour 'work' slots
- Hanging out the rest of the time locally

Cost: \$17,608.82

Value: Priceless



Read all about it at: <https://tinyurl.com/jobrack-retreat-22>

8 - Give Treats

I gave them \$15 for lunch -
they really appreciated it ...

So did the rest of the team that
weren't even there!

**Holiday treats work
great too**



Jovana Cvijanović 11:12 AM

Today's office with [@Nikola](#) ☀️

2 files ▾



9 - Hire Team Members



- People that are interested in being part of a team
- People that want to join you for the long term
- People that can demonstrate your values
- People that will give you their 'shower thoughts'


9 - Hire Team Members - How to hire team members



Business Development Manager

🕒 Full Time 💰 2000.00 - 3000.00 USD Type: Monthly

[Apply Now](#)

 **BUSINESS DEVELOPMENT MANAGER NEEDED**

- Fully remote & full-time employment
- Work for a fast-growing UK-based company
- \$2000 - \$3000+ per month
- Huge scope for further growth
- Paid days off, team retreats & more!


Help businesses to grow & people to find amazing remote jobs

There's a lot of detail below for you to read, if you don't like detail then no worries, you're not for us!


Grab the attention of the right people


9 - Hire Team Members - How to hire team members




 **ABOUT US**

Click here to watch the video from Noel, the CEO of JobRack:

 YOUTUBE



Watch on  YouTube

powered by embedly

Jobrack helps business owners from all over the world hire quality remote team members from Eastern Europe.

Our clients work with us for three key reasons:

1. We give them access to high-quality talent that they couldn't find themselves
2. We give them the help and support to hire successfully
3. Because they trust and relate to Noel, our CEO, as a business owner and entrepreneur.

**Highlight the
importance
of your team**

9 - Hire Team Members - How to hire team members



**Give a sense
of your team**

9 - Hire Team Members



Use **pictures** & **videos** to inject yourself into the process.....even if you aren't actually involved!

9 - Hire Team Members - How to hire team members



We use testimonials from our team in our own job posts

WE SUPPORT EACH OTHER & COMMUNICATE OPENLY


"After a long time, I feel like a valued worker. Working with the JobRack team makes me happy because they appreciate each effort and commitment. I had no idea I would find an employer like Noel. He is very supportive and does everything to have satisfied employees. That makes JobRack unique."

"If you are looking for a company that will let you go as far as your ideas can take you, JobRack is the place for you. Not only will you be truly valued for your contributions, but you will be encouraged to grow, develop and excel at everything that you do. We hold each other accountable and communicate our thoughts and concerns openly. The work we do brings real value to our job seekers & employees; because of this, I can only say I am incredibly happy to be a part of this team." Doris

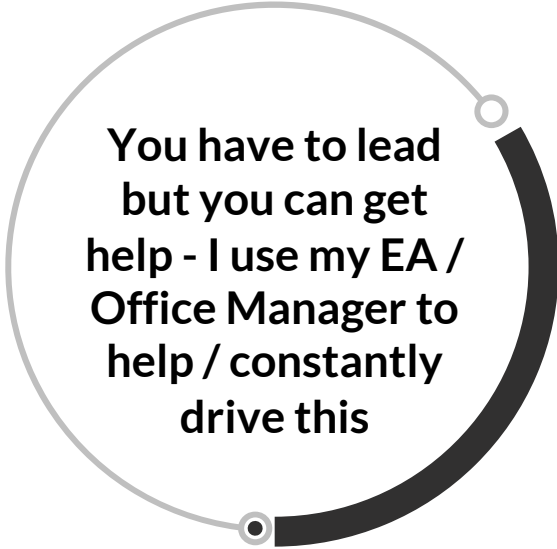
10 - Get help to build your culture



**You don't need to
do all this yourself**



**Your team can
champion your
culture from within**



**You have to lead
but you can get
help - I use my EA /
Office Manager to
help / constantly
drive this**

Bonus! Share Wins - Celebrate Together - #wins



Slobi 17:48

Shout out to [@Johnny](#) [@Jovana Cvijanović](#) Savanti Travel liked the quality of the shortlisted candidates so much that they decided to offer to 3 people instead of 1! Way to go!!! 🥳



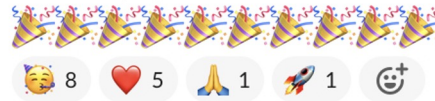
- #Wins channel in slack
- Wins at the start of every meeting agenda



Noel Andrews 19:54

Whoop!!

Also Vanja got his first solo sales made today! Way to go [@Vanja Curlin](#)



10..ish ways to build a great remote team culture



1. Get to know your team - (ask fun questions)
2. Spend time together (Team meetings, 121's, Afternoon Tea)
3. Share what you're up to (Loom videos while out & about)
4. Values (make them relevant to all)
5. Send birthday cards (and work anniversary cards too)
6. Geekbot
7. Team retreats
8. Give treats
9. Hire team members
10. Get help
11. Share wins

10 ways to build a great remote team culture



It's the little things that make the difference.

- ▶ I wasn't actually setting out to create culture
- ▶ I wanted the team to feel good about working at JobRack
- ▶ We're making sure they're clear and are supporting each other
- ▶ We're having some fun!
- ▶ The culture we want then comes as a result



If you get the culture right, most of the other stuff will just take care of itself.

— Tony Hsieh, **Former CEO of Zappos**



Can I count on you to choose just one thing to improve your team culture?

Q&A Time

**Got more
questions?**

<https://jobrack.eu>

noel@jobrack.eu

