

360°

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**Exploring workplace
research, insights
and trends**

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Steelcase®

Small Business Insights

Individuals matter

Employees are individuals, not “people” or “staff.”
Employees are hired first for culture fit, not skill fit.
What is appropriate in personal life is appropriate at work.
Employees are empowered to make decisions and take on different roles.

Community matters

Interdependency between the company and the local community is mutually beneficial.
Invest time, resources and money in the local community, regardless of direct benefits.
External transparency engenders trust among customers and employees.

Space matters

Spaces need to quickly and easily transform.
Open spaces promote energy in an informal, fun and sociable context.
These spaces were never intended to be offices.

Financial matters

Invest in people regardless of direct benefits.
Business critical issues may be different than that of large companies.
Spend money on what’s available and what’s within budget, and be intentional about it.

Spirit matters

Be nimble, respond quickly and think outside of the box.
Question yourselves and try new things.
Be true to who you are in terms of values and mission.
Success is not about becoming big.

Passion matters

Make the world better.
Be extremely passionate about customer service.
Passion and purpose attract new employees.
Passion for the environment isn’t just about marketing.

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