

Strong Workplace Culture Key to Retention: 91 percent Say Work-Life Balance Is Crucial, Reports Primus Partners

Category: Business

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Workplace culture has come under the spotlight following recent incidents, including the unfortunate passing of a young professional and concerns over leaders endorsing extended working hours. Adding to the ongoing deliberation, Primus Partners, a leading homegrown consultancy firm, has released findings from its report, **“Culture Eats Strategy for Breakfast: Fact or Fiction”**

The report, which gathered insights from private and public organisations, reveals that 99% of respondents view culture as essential to the success of company strategy. The report draws from global examples, such as Zappos and Netflix, to showcase how values-driven cultures foster employee engagement, innovation, and profitability. Conversely, it emphasizes the risks of cultural misalignments, including billions of dollars in lost value from failed mergers.

Key Insights

The report outlines five critical drivers of impactful workplace culture:

- **Work-Life Balance:** 91% emphasised that promoting work-life balance is key to retaining talent and ensuring workplace satisfaction
- **Organisational Values:** 93% of respondents highlighted the importance of well-defined, consistently upheld values in fostering trust and aligning employee

motivation with business goals

- **Leadership:** Effective leadership, cited by 93% of respondents, is pivotal for shaping and sustaining a positive culture
- **Collaboration:** 95% stressed that teamwork and open communication are integral to employee engagement and productivity
- **Managerial Relationships:** 94% recognised the impact of positive relationships with reporting managers on retention and job satisfaction

Generational Nuances

The report reveals distinct generational priorities. Millennials prioritise purpose-driven workplaces, while Gen Z places greater importance on mental health and well-being. Tailored cultural interventions are crucial for fostering inclusivity and harmony across diverse workforces.

Opportunities and Recommendations

The report identifies strategies to align culture with organisational goals, including:

- Conducting regular culture and engagement surveys to address employee needs
- Developing cohesive, values-driven leadership frameworks through targeted training and succession planning
- Implementing flexible policies such as hybrid work models and mental health support systems
- Designing programs that cater to generational differences for an inclusive and harmonious culture

Devroop Dhar, Managing Director, Primus Partners, said, *"Culture is not a static concept; it evolves with the*

organisations vision and socio-economic landscape. Our findings reaffirm the need for businesses to treat culture as a strategic asset. At Primus Partners, we prioritise work-life balance through flexible policies, mentorship programs, and a collaborative work environment. Investing in leadership development, fostering inclusivity, and aligning organisational values with stakeholder expectations will drive long-term growth, innovation, and resilience."

The findings affirm that culture is a cornerstone of organisational growth. Companies that prioritise cultural alignment and adaptability are better positioned to thrive in a competitive market.

