

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.

