



Newsletter

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A Practical
Guide for
Building a
Positive
Company
Culture

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A Practical Guide for Building a Positive Company Culture

Creating a strong company culture doesn't happen by accident - it's shaped daily by how people lead, communicate, and respond to challenges.

This guide helps to identify what might create a negative company culture and how to actively build a positive, high-trust environment where employees thrive.

What Creates a Negative Company Culture?

Understanding what not to do is half the battle. These are some examples of behaviours that may slowly break trust, motivation, and collaboration within the team.

1. Lack of Trust

What does it look like?

- Employees keeping information to themselves;
- Employees hesitating to raise issues or share ideas;
- Gossip and politics replacing honest feedback.

Impact:

Low trust kills innovation and accountability. Employees will play it safe, avoid taking ownership, and the business becomes reactive instead of proactive.

Avoid it by:

- Following through on promises;
- Being transparent about decisions and changes;
- Sharing context and not just instructions.

2. Blame Culture

What does it look like?

- Mistakes resulting in finger-pointing instead of learning;
- Employees building a fear of being "caught out;"
- Problems being hidden rather than solved.

Impact:

Fear replaces creativity. Good employees burn out or leave, and minor issues grow into major ones.

Avoid it by:

- Focusing on fixing the problems rather than blaming people;
- Using mistakes as learning opportunities;
- Asking, "What can we learn?" instead of "Who did this?"

3. Poor Communication

What does it look like?

- Employees receiving mixed messages from leadership;
- Employees feeling “out of the loop;”
- Rumours filling the gaps.

Impact:

Misunderstandings cause unnecessary conflict and wasted time.

Avoid it by:

- Communicating clearly and consistently;
- Encouraging questions and answering them honestly;
- Repeating key messages often; don’t assume once is enough!

4. Lack of Support or Recognition

What does it look like?

- Allowing good work to go unnoticed;
- Development and feedback being rare occurrences;
- Leaders/ Managers focusing only on problems.

Impact:

Morale drops and productivity follows. Employees feel undervalued and disengaged.

Avoid it by:

- Acknowledging effort as well as the results;
- Giving constructive, regular feedback;
- Investing time in mentoring and development.

5. “Us vs Them” Approach

What does it look like?

- Leadership are seen as disconnected;
- Teams competing instead of collaborating;
- Decisions being made in isolation.

Impact:

A divided business can’t move quickly or align on goals. Trust breaks down between employees and management.

Avoid it by:

- Involving employees in decisions that affect them;

- Being visible and approachable as a leader;
- Creating shared goals and celebrating collective success.

Key Skills for Strong, Positive Leadership

Skill	What It Looks Like	Why It Matters
Emotional Intelligence	Listening actively, showing empathy, reading the room	Builds trust and reduces conflict
Communication	Clarity, consistency, transparency	Keeps everyone aligned and reduces gossip
Accountability	Owning mistakes and modelling responsibility	Creates a culture where people feel safe to do the same
Coaching Mindset	Helping people find solutions instead of dictating them	Encourages growth and autonomy
Resilience	Staying calm under pressure, modelling adaptability	Sets the tone for how the team handles challenges
Recognition & Feedback	Regular, specific praise and constructive guidance	Boosts morale and performance
Fairness	Equal treatment, clear standards	Prevents resentment and politics

Building & Maintaining a Positive Culture

Model the Right Behaviour

Culture is caught, not taught. Daily actions matter more than words spoken.

Build Psychological Safety

Encourage openness. Let people know it's safe to ask questions, challenge ideas, or admit mistakes.

Celebrate Progress, Not Just Perfection

Recognise small wins and learning moments. Momentum builds motivation.

Check-in Regularly

Ask your team how they're feeling. Listen, act, and follow up.



If you would like any support with this please contact chelsey@agilehrconsulting.com