

FEEDBACK

Everyone gives and gets constructive and positive feedback daily. A 5-1 ratio is optimal for a positive culture, built on trust and respect.

CLARITY

Transparent, open communication is the norm. Everyone knows the vision and knows how their work contributes. Policies and procedures are clearly understood and applied across the company.

REWARDS

Team members perform well. Good performance is rewarded with bonuses, stock options, or other incentives. There is no criticism. The wages or dev

STANDARDS

Challenging but attainable goals and high standards are set for the organization. Team members are encouraged to improve performance and everyone is held to the same high standards of excellence.

TEAM COMMITMENT

People are proud to belong to the organization, like and trust their colleagues, give extra effort to help and support each other.

RESPONSIBILITY

Team members take responsibility for their tasks without approval. The taking calcula



By [Karen Clark Cole](#)

Forbes featured an article by CEO Karen Clark Cole about the Blink approach to company culture. Originally published in October 2017, the article includes lessons and reflections relevant as the workplace continues to evolve today.

From the article:

The process for getting a raise at my company used to be super easy, until I learned that most people didn't know what it was, and if they did, were terrified. My intention was to keep the organization as flat as possible, be very transparent and provide an open-door environment. The only time my door was shut, was when some poor soul had summoned the courage to do what I thought was fun and easy, ask the CEO for more money.

I have always been interested in optimizing our company so that employees can do their best work. The goal is not only to add the most value to our clients, but also provide an environment where people are creative, productive, and excited about their work.

[Read the full article on Forbes.](#)