

HELP JOB SEEKERS DISCOVER THE BEST  
COMPANY CULTURE EXPERIENCE



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The working world is officially in flux. Given [Microsoft's 2021 Work Trend Index](#) indicating that 73% of employees don't want to return to the office full-time, it is clear that hybrid models and flexibility are the future. But the nitty-gritty details of what that looks like still feels a bit up in the air.

Amidst the change, job seekers may forget to consider their best company culture fit. Even those who know it's an essential factor in [job satisfaction](#) and on-the-job wellness may feel lost as they try to identify what they need from company culture in a hybrid setting.

That's where you step in. Your recent grads need your guidance to navigate their needs successfully.

Here are four steps for you to help job seekers understand what they need from company culture to feel satisfied in a hybrid position:

# Learn the job seeker's supervision preferences

Research from TELUS International argues that a leader can be great regardless of the working model, as 90% of Americans agree with this statement. So it is absolutely reasonable for job seekers to develop expectations for leadership of a potential position no matter what.

yes

However, most young adults do not know what they prefer from supervisors off the top of their heads. Exposure to leadership types in part-time jobs or internships is a start, but make sure job seekers explore every angle to define what is best for them.

Try building off of experiences they've already had to predict what would be their best company culture fit in terms of leadership. As you introduce different styles of hybrid team management, compare the behaviors to the classroom, sports team, or theater experiences.





For example, a recent [Mercer survey](#) revealed that 34% of workers agreed their company struggled with the manager's ability to oversee virtual teams and autonomous tasks in [remote work](#). Although a hybrid workplace is not the same as remote work, there will be several similar virtual elements.

Therefore, if a job seeker did best with frequent feedback from a coach, they need a supervisor who can overcome that challenge. Encourage them to ask about one-on-one interactions with managers and how success is recognized during the interview process to ensure leadership can provide the proper support.

Also, make your job seekers aware of the top components of a thoughtful remote check-in to inspire more ideas of what makes an ideal leader. According to the TELUS research, the top three are:

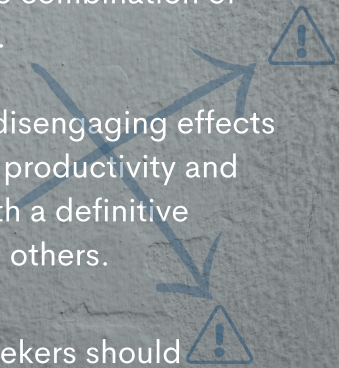
- The manager asking how they can help the employee
- Sharing updates on the state of the business
- Creating employee development plans and suggesting new learning opportunities

# Discover how much interaction the job seeker wants with colleagues

Co-workers can play a huge role in combating loneliness, building a sense of purpose, and expanding one's professional network. According to the Mercer survey, about 37% of companies said employees encountered mental health issues resulting from the combination of social isolation and economic anxiety.

On top of that, [Gallup](#) found that the disengaging effects of remote work can lead to 17% lower productivity and 24% higher turnover for individuals with a definitive preference for working in-person with others.

All this research seems to prove job seekers should prioritize hybrid workplaces that put conscious effort into connection. But what if your job seeker doesn't have that preference for working around others?



If they only see colleagues as people to tolerate for the sake of collaboration, they won't feel as many benefits from that connection. Organizations that pride themselves on teamwork and personal relationships may not actually be the best company culture fit.

## Find out if they have citable examples of working with others

Most people are inclined to say they work well with others because it sounds like the right thing to say. But take the time to dig into your job seekers' specific examples to see if that **collaboration** is genuinely beneficial for them.

- In group assignments in the classroom, was it difficult for them to trust that others would complete their responsibilities?
- If they played on a sports team for many years, did they enjoy the community or ultimately feel frustrated with it?
- Was it more effective for them to prepare for an exam alone or with a study group?





## Ask about their Zoom habits

Leaders may continue with frequent virtual meetings to connect all workers regardless of whether they're spending the day at home or in the office. To get the most out of virtual communication, job seekers would need to:

- Stay attentive during the video conferences
- Keep their camera on
- Feel comfortable unmuting and sharing opinions in the online setting

But if your job seeker has a strong distaste for that extent of online participation, they may want to shy away from potential employers who speak enthusiastically of their regular online team meetings.

## Take the job seeker's flexibility needs into consideration

Not all hybrid positions offer **flexible work hours**, but those that do can create a supremely supportive company culture that recognizes that employees understand their needs best.

Researchers from the University of Birmingham evaluated two years' worth of data on 20,000 workers. They determined that higher levels of autonomy correlated with a higher sense of job satisfaction and well-being. Generally, women most appreciated the autonomy that allowed scheduling and location flexibility, and men the task allocation and pace of work.

Put these factors under a microscope to uncover what your job seekers need from their best company culture fit regarding that autonomy:

### Attention span

If your job seeker works best when they can knock out a project in little chunks instead of in a single sitting, they need the option to step away from their desk for a bit.

Starting in April 2020, 56% of companies established optional social time for remote workers like tea breaks or yoga, according to Mercer. For individuals with lower attention spans, that's the sort of provision they should look for in company cultures.





## Movement

Some work best while chilling on a cozy couch with a laptop, while others need to stay active with a stationary bike, treadmill, balance ball, or standing desk.

Research from [Steelcase](#) confirms that 40% of people needed to change positions frequently due to physical discomfort before the pandemic. Now, it is even more apparent how changing settings or moving throughout the day is beneficial.

If your job seeker likes to switch between the desk, couch, and floor while working, encourage them to prioritize offices that have workspaces beyond a single desk per person.

## Home responsibilities

If your job seeker is a caretaker, that will impact their flexibility needs. There may be more unexpected interruptions, so they will need the option to step away from the computer throughout the day.

Also, explain to them that not all hybrid models are the same. Some require in-person attendance four days out of the week, while others say just one. Encourage them to pay attention to those details and think through how it would affect their home life before accepting an offer.





## Teach how to identify a potential employer's company culture

Even without every team member in the office each day, organizations should adapt their pre-existing values and habits to maintain the best company culture possible. But it can be difficult for job seekers to identify it from the outside looking in.

Here are the two primary sources they should prepare for:

### Evidence job seekers can find online

Most information about company culture comes from conversations with talent acquisition. But job seekers can engage in some cursory investigations online even before applying. That brief research helps determine if a position could potentially provide the best company culture to fit their needs.

The most revealing place to look is the company's website. According to [MIT Sloan research](#), 73% of corporations list three to seven of their top values somewhere on their website. Instruct job seekers to focus on the About or Mission page in particular.

The values may not directly correlate to aspects such as leadership styles, connectivity, or flexibility. But they should offer some insight into what the company stands for and how much consideration they put into employee wellness.

Job seekers can also utilize online employee reviews to gauge the quality of the potential employer's workplace. However, remind them that neither the reviewers nor the company website are necessarily unbiased. Both promote an agenda no matter how genuine they may try to present, so taking it all with a grain of salt is always wise.

### Factors revealed through the interview process

An HR pro who believes they truly have the best company culture for most job seekers should brag about it. It is their job to make the company look good and the position sound appealing.



However, remind job seekers to take advantage of the opportunity to ask questions. If the interviewer doesn't offer the following information, it could be a red flag. Job seekers should prepare to ask these kinds of questions:

- How are meetings run? Do they tend to end on time? How much is participation encouraged?
- What is retention like in this kind of position? Why is it open now?
- How does leadership in this department recognize the achievements of their team?
- What is done to discourage office politics? Is there competition among co-workers?



Avoid giving job seekers false hope that the perfect company culture is out there; they may never accept a position if they keep waiting to discover something better. But identifying their priorities goes a long way in helping them find the best company culture out of the options.

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