

A Case for Corporate Kindness

The workplace has long been regarded as a competitive and tough space, where corporate profits and the bottom line are top considerations, with all other considerations further down the list of priorities. But these days, attracting, retaining, and creating a workplace that engages and supports employees is critical to the success of an organization.

Increasingly, leading businesses are working to create kinder, more compassionate corporate cultures and working environments, workplaces that foster team cohesion over competitiveness, support employee engagement, and strive to keep employees in all areas and levels of employment healthy and happy while also meeting corporate goals and targets.

The case for creating a corporate culture that includes kindness has never been stronger.

Attracting, retaining, and creating a workplace that engages and supports employees is critical to the success of an organization, perhaps now more than ever before. As the end of a very challenging year approaches and we look toward a future in a world that is beginning to cautiously reopen, let us remember that there is always more room in the world for kindness, including in the workplace.

Especially in face of today's challenging workplace environments, investing in enhanced employee wellness is a great way to begin building a kinder, more supportive work environment and culture. Understanding the value of committing to and investing in a tailor-made wellness program that leverages strengths and enhances kindness in the workplace can greatly assist in attracting, engaging, and supporting their employees, while positively impacting the bottom line.

The question today is not whether to create a culture of kindness in the workplace, but how and where to begin.