

NUCOR®

BUILDINGS GROUP

By James Augustin

This month's Learning Challenge is twofold!

FIRST - Commit the Nucor **MISSION Statement to memory**

SECOND - **Embrace the cultural benefits of working together** under one roof

No matter where you are along your career path, committing Nucor's Mission Statement to memory is a goal worth the effort.

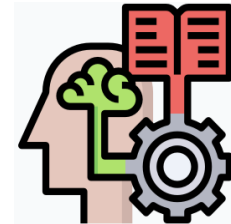
Highlighted in the Q1 2022 newsletter article ... the "[Women's 8" Gold Medal Rowing Team](#) athletes were collectively focused on a single goal and committed to following a single voice. That collective commitment drove their winning mindset and their relentless work ethic. End Result ... **GOLD!**

Nucor's Mission is our *collective goal*. It's imperative we know it and internalize it.

1st Challenge: Memorize the new Mission Statement in the next 30 days.

I think you will find it easy to do.

- Nucor's Mission Statement has **two simple parts**.
 - **What** we're going to do:
 - **Grow the Core**
 - **Expand Beyond**
 - **Live the Culture**
 - **How** we're going to do it:
 - Our Challenge is **TO BECOME THE WORLD'S SAFEST STEEL COMPANY** *and*
 - We Live each day with **GRATITUDE** for the families, Customer's and Partners that make our work possible.



2nd Challenge: Embrace the cultural benefits of working together under one roof

As the Coordinator of the NBG Developmental District Sales Manager Training Program I have received detailed feedback, and personally witnessed, the 'work from home' impact on a teammate's cultural development and growth curve. It's tangible. We often don't realize how much more we learn and grow from working together side-by-side. We're also unaware of how much we're teaching other teammates.



Below is a portion of an article that examines the impact to a company's culture, as a result of working remotely (or in isolation) and seldom interacting in physical proximity to each other.

[The Negative Effects of Working from Home on Company Culture](#)

As a result of the advances in online communication and collaboration tools, remote work is becoming increasingly common. The ... practice offers many benefits to employees and businesses alike: Employees gain flexibility, avoid long commutes ... Businesses save on office management costs ... and can source top talent from across the globe ...

However, remote work programs have one notable downside: They often impede organizations from creating and solidifying their company culture. Company culture is fostered, in large part, by employees coming together and engaging in team-building activities and division- or company-wide meetings. Needless to say, having disjointed teams can make this hard to accomplish.

But just how important is company culture? Can it be deprioritized in favor of the convenience that telecommuting offers? [Developing a company culture isn't just something to be done for its own sake; it has meaningful effects on employee retention, satisfaction, and productivity.](#)

The reason for this is simple: [When employees clearly identify with a company's values, they're more likely to engage with their work, and engagement is key in today's workplace.](#) One study showed that companies with high engagement have higher customer loyalty, productivity, and profitability than their peers. [Moreover, companies with high employee turnover rates often suffer from poor employee engagement.](#)

On the other hand, [organizations with an engaged workforce and a clear culture in place are more likely to attract top talent.](#) When investing in long-term success, leadership teams cannot overlook the need to define company culture.

Work-from-home policies can affect the development of company culture in a variety of ways:

1. Colleagues and teams being siloed from each other

When employees work mostly or exclusively from home, they likely only interact with their colleagues via email and occasional calls. *Remote working isn't conducive to building meaningful relationships with co-workers in the same way that working in the office is.*

This is important for two reasons. First, interacting daily with coworkers facilitates expectation-setting. When new employees are continuously exposed to the behavior of their colleagues, they're able to grasp the standards of performance and communication much more quickly than they would remotely. Second, social interaction is strongly correlated with workplace engagement and satisfaction. A Gallup study surveying more than 15 million employees indicated that those with a "best" work buddy are "seven times as likely to be engaged in their jobs, are better at engaging customers, produce higher quality work, [and] have higher well-being," compared to those without.

2. Feelings of isolation among remote employees

Though working from home can make life easier at first, it can actually be detrimental to employees' mental health. Humans are social creatures and working without seeing anyone can make employees feel cut off.

*Remote working can also cause anxiety. A recent study concluded that the **lack of close contact hinders the formation of trust, connection, and mutual purpose**, three key ingredients in any effective working relationship. **Remote employees are more likely to struggle with office politics**, worrying that colleagues are saying bad things behind their backs and lobbying against them.*

3. Enthusiasm about building and growing a business is harder to foster.

*You want employees to be passionate about the work they're doing. Inspiring passion across a dispersed team is not impossible, but certainly not easy. **Unless your employees are 100 percent intrinsically motivated, it's difficult to stimulate enthusiasm about your service or product without ample social engagement—high spirits are tough to express digitally.***

Excerpts from:

Web Source: Coworking Resources

Article: "The Negative Effects of Working from Home on Company Culture"

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Please consider embracing the benefits of working together in the office. Promote a positive attitude. Be a Student ... be a Teacher ... be a Steward of our incredible Nucor Culture ... be Grateful. Pay it Forward. It's important.