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## Strong Workplace Culture Key to Retention: 91 percent Say Work-Life Balance Is Crucial, Reports Primus Partners



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### Article Content:

New Delhi [India], January 24: Workplace culture has come under the spotlight following recent incidents, including the unfortunate passing of a young professional and concerns over leaders endorsing extended working hours. Adding to the ongoing deliberation, Primus Partners (/topic/primuspartners), a leading homegrown consultancy firm, has released findings from its report, "Culture Eats Strategy for Breakfast: Fact or Fiction?"

The report, which gathered insights from private and public organisations, reveals that 99% of respondents view culture as essential to the success of company strategy. The report draws from global examples, such as Zappos and Netflix, to showcase how values-driven cultures foster employee engagement, innovation, and profitability. Conversely, it emphasizes the risks of cultural misalignments, including billions of dollars in lost value from failed mergers.

### Key Insights

The report outlines five critical drivers of impactful workplace culture:

- Work-Life Balance: 91% emphasised that promoting work-life balance is key to retaining talent and ensuring workplace satisfaction
  - Organisational Values: 93% of respondents highlighted the importance of well-defined, consistently upheld values in fostering trust and aligning employee motivation with business goals
  - Leadership: Effective leadership, cited by 93% of respondents, is pivotal for shaping and sustaining a positive culture
  - Collaboration: 95% stressed that teamwork and open communication are integral to employee engagement and productivity
  - Managerial Relationships: 94% recognised the impact of positive relationships with reporting managers on retention and job satisfaction
- Generational Nuances The report reveals distinct generational priorities.

Millennials prioritise purpose-driven workplaces, while Gen Z places greater importance on mental health and well-being. Tailored cultural interventions are crucial for fostering inclusivity and harmony across diverse workforces.

### Opportunities and Recommendations

The report identifies strategies to align culture with organisational goals, including: -

Conducting regular culture and engagement surveys to address employee needs

- Developing cohesive, values-driven leadership frameworks through targeted training and succession planning
- Implementing flexible policies such as hybrid work models and mental health support systems
- Designing programs that cater to generational differences for an inclusive and harmonious culture.

Devroop Dhar, Managing Director, Primus Partners , said, "Culture is not a static concept; it evolves with the organisation's vision and socio-economic landscape. Our findings reaffirm the need for businesses to treat culture as a strategic asset. At Primus Partners (</topic/primus-partners>), we prioritise work-life balance through flexible policies, mentorship programs, and a collaborative work environment. Investing in leadership development, fostering inclusivity, and aligning organisational values with stakeholder expectations will drive long-term growth, innovation, and resilience." The findings affirm that culture is a cornerstone of organisational growth. Companies that prioritise cultural alignment and adaptability are better positioned to thrive in a competitive market.