

# 3 Keys to Maintaining Culture During Massive Scale

Rapidly scaling headcount is the opportune time to ensure your company culture, mission and values are reflected throughout the entire employee experience.

Learn how these people leaders got it done.

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## Clearly define your culture and values

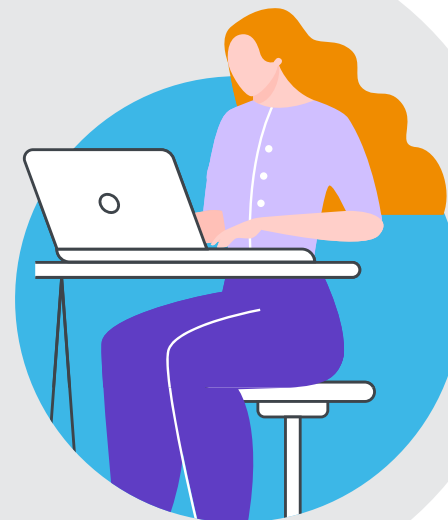
“First it’s important to define **what IS culture and what is OUR culture**. Culture will happen whether you want it to or not, so it’s really important to be deliberate about what kind of culture you want. **Define your values and what they mean in practice**, and then make sure you embed them into everything you do – from hiring, to performance reviews, to how you make decisions, and how you recognize and reward people.”

- **Adriana Roche, Chief People Officer at MURAL**, helped scaled the company over 5x in 18 months.

## Center all processes and programs around your values

“We started to lean on all of our people to ensure **our culture grows with the company**. We do this by including the Aper values in every process that we launch or modify, that way it serves as the roots for everything we do (including feedback surveys, salary reviews, and onboarding).”

- **Giuliana Zara, Head of People at Aper**, doubled the team size year over year.



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## Give life to the company mission

“To me, being a ‘culture cultivator’ means **taking the mission of our company and the vision of our co-founders, and bringing that to life**. I want to ensure that all of the employee experience strategies, decisions, and programs work toward that collective mission. This includes coaching, stretching perspectives and comfort levels, re-centering teams on decisions that significantly impact the mission, and **working as a team to establish core values**.”

- **Nyala Khan, VP Talent, Employer Brand and Experience at Eden Health**, grew the team from 19 to over 300 employees in 2021.