

How do we create one of the most engaging organisational cultures?

Every company is built from two key elements – culture and the people who shape it. Culture establishes the identity of the company, through values and standards that define our way of working, communication, and building relationships. It also determines, on the one hand, the kind of people we need to achieve success, and on the other, the people can shape and change it. Integrating business strategy with the cultural dimension is one of our priorities, and engaged teams are key to Żabka's success.

How do we create a culture of engagement? Above all, with our employees! We invite them to participate in the annual Gallup engagement survey and several pulse surveys throughout the year. This allows us to take the right actions at the company level, and our managers to act at the team level. They have the greatest impact on building the engagement of their teams while developing in their managerial role.

Working on engagement is not an additional task. It consists of daily conversations, interactions, feedback, and attentiveness to the needs of employees. The initiative Chwaling Days has become a permanent celebration in our company calendar. These are special days when we humorously draw attention to the value of appreciation.

For the second year in a row, as the only Polish company, we received the Gallup Exceptional Workplace Award, and for the first time, we ranked second in The Top 100 Global Most Loved Workplaces ranking published by the American Newsweek. These awards are especially meaningful because Żabka's employees appreciate its organisational culture, based on jointly developed values, built on ambition, responsibility, openness and credibility.