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COMPANY CULTURE GUIDELINE TEMPLATE

For Employers in East Africa

(Hospitality, Tourism, Service & SME-Friendly)

Welcome Message

Welcome to your new workplace! This guide outlines how we work together, treat each other, and serve others. A strong company culture helps us create great experiences for guests, customers, and team members—whether in Tanzania, Kenya, Uganda, Rwanda, or beyond.

Our Purpose

Every organization has its own mission. As a team, we strive to:


- Provide excellent service to our clients or guests
- Build trust, respect, and collaboration at work
- Uphold professionalism in all we do


 *[Customize this with your own mission statement or service promise.]*

Core Values (Sample Set)

Here are some example values your organization may adopt or adapt:

1. **Respect** – We treat everyone with dignity and fairness.
2. **Teamwork** – We support each other and celebrate shared success.
3. **Customer Care** – Every interaction matters.
4. **Integrity** – We do the right thing, even when no one is watching.
5. **Continuous Learning** – We grow by learning and improving.

 *[Replace or revise these values to reflect your company's identity.]*


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How We Work Together

- **Greet people warmly** – Say “Karibu”, “Hello”, or “Asante” as part of daily interactions.
- **Be punctual** – Time matters. Respect everyone’s time.
- **Communicate respectfully** – Listen actively, speak professionally, avoid gossip.
- **Maintain cleanliness** – Tidy workspaces, clean uniforms, and safe environments are everyone’s job.
- **Support one another** – Be reliable and ready to help.

 *[Replace or revise these to reflect your company’s identity.]*


Workplace Expectations

Behavior	What’s Expected
Punctuality	Arrive early and ready to work
Dress & Grooming	Be clean, well-groomed, and work-appropriate
Phone Use	No personal calls or texting during shifts
Attitude	Be positive, polite, and proactive
Feedback	Give and receive feedback with respect

Sample Traditions or Rituals

Organizations often build culture through simple traditions:

- Staff of the Month recognition
- Morning team huddles or prayers
- Team meal after a busy event
- Welcoming new team members with a handshake or cheer


 *[Add, delete, or modify based on your workplace culture.]*

Useful Cultural Phrases in the Workplace

Phrase	Meaning or Use
“Karibu sana”	You are most welcome
“Asante kwa kazi”	Thank you for your work
“Tuko pamoja”	“We are together” – a phrase of solidarity
“Pole na kazi”	A kind way to acknowledge someone working hard

Things to Avoid

- Disrespectful language or behavior
- Spreading gossip or negativity
- Ignoring safety or hygiene rules
- Arriving late or unprepared
- Refusing teamwork

 *[Replace or revise these to reflect your company's identity.]*

Final Word

Culture isn't just rules—it's how we treat each other, speak, serve, and lead.
If unsure about what to do, ask:

“Is this respectful? Does it help the team? Would I be proud of this action?”

Instructions for Use

- **Edit this document** to fit your company's identity
- **Add your logo, mission statement, or specific traditions**
- **Use during onboarding or staff orientation**