P.O. Box 7319, Arusha, Corridor Area, House 94



## 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

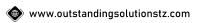
Organizations often build culture through simple traditions:

- 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.]

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## **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

