

FLOWARD FOCUS

NEWSLETTER

EDITION NO.1

*WEAVING THE FABRIC
OF CORPORATE
CULTURE*





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FORWARD

In today's globalized and interconnected world, corporate culture plays a pivotal role in shaping a company's identity and its trajectory of growth. It sets the tone for employee interactions, influences customer experiences, and ultimately, impacts the business's bottom line. Floward is a company that stands as a beacon in this domain. Floward is the go-to e-commerce platform for flowers and gifts based in the MENA and the UK regions.

The Floward culture is a vibrant blend of shared values, diversity, and open communication, setting a standard that is both inspiring and instructive for businesses in the digital world.



THE POWER OF VISIBILITY

A hallmark of the Floward culture is its commitment to ensuring every member of our community has visibility and a voice. This commitment materializes through innovative internal communication initiatives such as the 'Conversations with Floward' podcast. This platform invites our community members from diverse departments and countries to share their roles, experiences, and challenges, fostering mutual understanding and respect across the organization.



Adding to this tapestry of open communication are our active employee-only Instagram account and internal website, that serve as spaces where community members can share work-related updates and personal celebrations, further bridging the gap between different departments, roles, and locations.

ENGAGING ACTIVITIES THAT FOSTER CONNECTION



Floward takes employee engagement to the next level through a series of interactive activities. These events range from educational workshops like the 'ABCs of Gifting' to the fun and exciting 'Green Challenge' and 'Copa Del Flores'. Each initiative aims to build stronger internal relationships, encourage creativity and innovation, and provide a window into different operational roles within the company.

SHARED VALUES AT HEART

Core to Floward's culture is its set of shared values: Pride, Reliability, Thoughtfulness, Innovation, and Simplicity. These values are woven into every facet of the organization, ensuring a consistent and enjoyable 'Floward' experience for both internal and external stakeholders, irrespective of their geographical location or role within the company.



EMBRACING DIVERSITY WITH THOUGHTFULNESS

In a region as culturally diverse as the MENA in general and the GCC specifically, our approach to diversity and inclusion is both unique and commendable. We made sure to create a safe environment for everyone, emphasizing mutual respect and cultural sensitivity. From regular communications on internal platforms to personal discussions during monthly CEO meetups for new joiners, the theme of thoughtful respect and understanding echoes throughout the company.



MAINTAINING SATISFACTION IN A FAST- PACED WORLD



E-commerce is notoriously high-pressure and fast-paced, making employee wellbeing a paramount concern for companies like Floward. We address this through biannual Community Satisfaction Surveys, providing us with a clear insight into the needs, aspirations, and sentiments of our community members. The feedback from these surveys forms the basis of sustainable solutions designed to maintain a healthy and positive work environment.

VOICES FROM THE COMMUNITY

No discussion of Floward's culture would be complete without hearing from the community members themselves. Team members from across the globe speak highly of the company's culture, commending it for fostering collaboration, promoting diversity, and facilitating personal and professional growth.

Some of our team members had this to share:

Haji Ali, Sr Manager Operations & Category Management - Oman, speaks about our culture as one that "fosters collaboration, innovation, and respect."

Reem Raheem, Talent Management & Organizational Effectiveness Assistant Manager - Egypt, commends our commitment to diversity, defining Floward's culture as "a beautiful blend of diversity and friendliness."

Samir Khan, Technical Security Risk Analyst - UAE, values our culture for promoting "creativity, flexibility, and individual growth."



WHAT LIES AHEAD



Floward's culture continues to evolve with upcoming initiatives such as the 'Copa Del Flores 2023' and 'October Challenge II', promising new opportunities for engagement, learning, and fun.

Our unique approach to corporate culture, with its focus on visibility, voice, engagement, shared values, diversity, and employee wellbeing, provides a shining example for companies in the digital age. It's a testament to the fact that a robust and inclusive corporate culture not only drives business success but also makes a difference in the lives of those who are part of it.