



# How to Create a Company People Love to Work At

WITH AMY EDGE

## ABOUT AMY

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Amy Edge is an operations and project management expert for visionaries and change-makers in the online space. This strategic partnership increases profits, empowers their teams, and scales their businesses with complete ease and without frustration.

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## The Blogger Breakthrough Summit Podcast How to Create a Company People Love to Work At

[00:00:08.050] - Liz Stapleton, Host

Okay, you're finally at the point where you've started to hire people to work with you. Congratulations! But now that you're hiring a team to help you, how do you make sure that they are the right people for your vision and that they will want to work for you?

[00:00:19.590] - Liz

Hey, I'm Liz Stapleton host of the Blogger Breakthrough Summit. And welcome to the Blogger Breakthrough Summit podcast, where I share some of the incredible tips and tricks shared during our most recent summit. In today's episode, you'll be learning from Amy Edge, an operations and project management expert. Let's go ahead and get to it.

[00:00:34.810] - Amy Edge

So the first step in this is casting our vision. This is the lifeblood of your team. Work is no longer about metrics. It's no longer about a paycheck. People want to bring about societal change and experience personal development and growth. And your team is tasked with using their time, their energy, and their expertise within your company. That's going to have a positive mission to benefit the world. That is the key to building this cohesive engagement within your company is having all people on the same page through the vision casting process.

[00:01:27.650] - Amy

So we need to make our vision statement clear and bold. This helps bring about clarity within the team, within the business. This is going to explain how the success of your company is going to change the world. And clarity is built through not only sharing the vision, but also through adequate and effective communication. So communication is creating these resources while at the same time producing a bonding effect within the team. Clear lines of communication and boundaries have to be drawn, and this has to be part of the very first interaction with your company as part of the onboarding process. By increasing these lines of communication among the team members, you're also going to be increasing the lines of responsibility between them as well.

[00:02:32.740] - Amy Edge

So we can promote healthy communication of your team in multiple ways. So here's a couple of examples. You could simply add 10 minutes to your team meetings just for a check in. This makes team members more comfortable to talk to you as a leader. As you're their leader, we love to use this share win with our team when we get ready to start a meeting. So the wins that we share could be personal, it could be business. But we are creating conversation while allowing everyone to engage and interact and become more familiar with the team that maybe we only see and communicate with virtually.

[00:03:20.480] - Liz

Hopefully, this episode has helped give you some clear ideas of things you can do to create a company culture where people would love to work. Be sure to join the next time when we learn a new way to increase your sales page conversions. I'll catch you, then.