

Is Workplace Culture as Important as They Say?

Culture ['kʌltʃə] • the sum of a company's values, beliefs, attitudes, and behaviors that guide interactions among all employees...in other words, how things get done.



Why So Important?

Employee engagement is a direct outcome of a company's culture. Strong culture equals strong engagement; weak culture equals weak engagement.

ENGAGEMENT: A CLOSER LOOK

Nearly **70%** of employees are not engaged at work.

17% are actively disengaged.

12% of businesses are happy with engagement levels, but only

50% of businesses are ready to address employee experience.



Biggest misconception

89% of businesses believe employees quit over money, only **12%** actually do.

In fact, **79%** of people quit over a 'lack of appreciation'.

And **75%** of the causes of employee turnover are preventable.

7 WAYS TO BUILD A BETTER CULTURE



GIVE PURPOSE

Employees should understand the mission and vision of the business. Who do you serve?

BE TRANSPARENT

Share successes, failures, and challenges with everyone on staff.

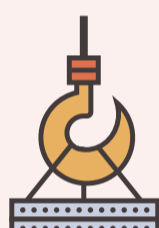
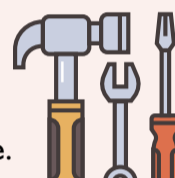


LIVE IT

Cultures that thrive have leadership support and managers who lead by example.

EMPOWER PEOPLE

Want people excited about work? Empower them to own their share.

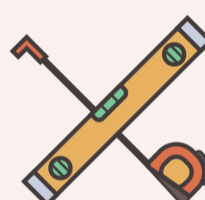


INVEST IN ADVANCEMENT

Invest in staff career development, and they'll invest in your business.

PROVIDE BALANCE

Make employee health and wellbeing just as important as their tasks and duties.



WHAT PEOPLE LOOK FOR IN AN EMPLOYER



BENEFITS

57% of people say benefits are among the top considerations and **80%** of people would prefer new benefits to a pay raise.

DEVELOPMENT

87% of millennials say development is important.



FLEXIBILITY

45% of people want greater work flexibility, and **63%** of workers feel they can telecommute.

PURPOSE

50% of millennials would take a pay cut for work that matches their values.

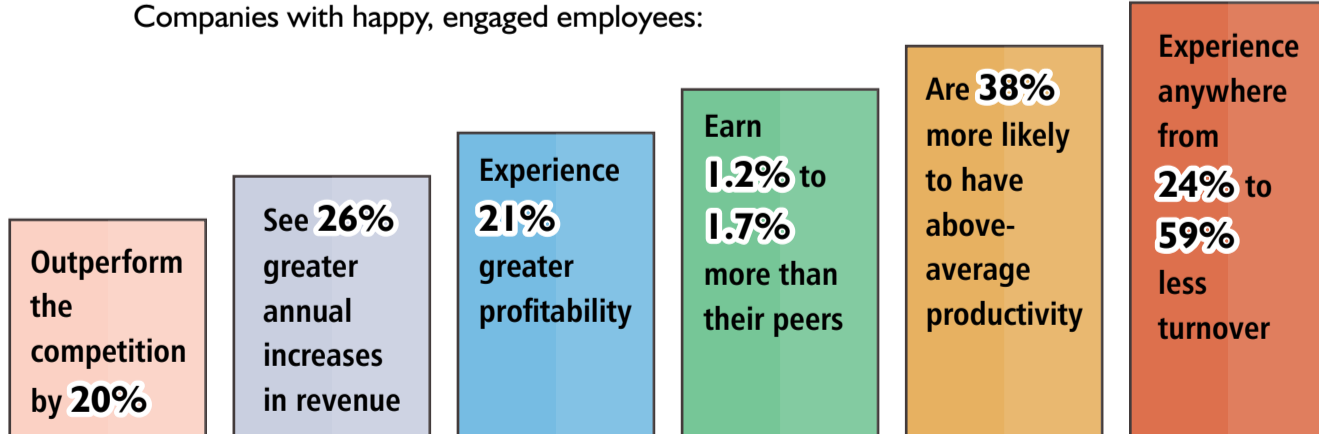


WORK-LIFE BALANCE

For millennials, work-life balance is even more important than career development when deciding whether to take a job.

THE BOTTOM LINE

Companies with happy, engaged employees:



...And besides, happiness often improves negotiations, with happy salespeople securing **37%** greater sales.

Sources:

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