

# 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.

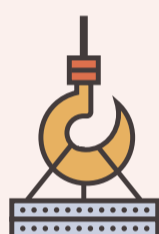
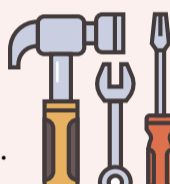


### LIVE IT

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.

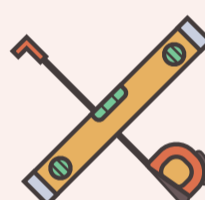


### INVEST IN ADVANCEMENT

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.

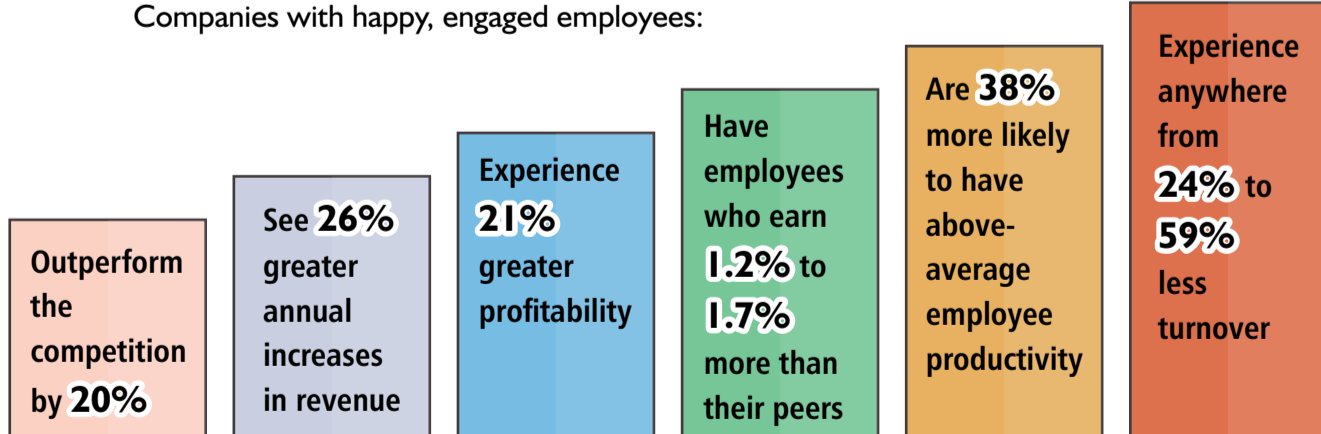


### WORK-LIFE BALANCE

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.

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