

How a Conscious Culture Improves Employee Engagement and Increases Business Results

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Do you feel trusted on your team?



Do you feel valued?



Do you trust your team?



Do you feel your team has your back?



Do you feel you get to use your strengths everyday at work?



Would you invite your best friend to work on this team?











Bain & Company research found that nearly 70% of business leaders agree that culture provides the greatest source of competitive advantage.



Research by Harvard Business School over an eleven-years found that organizations with intentional culture outperformed their competitors:

- > Revenues were 4.1 times higher
- > Stock price was 12.2 times higher
- > Net income was 756% vs. 1% and return on investment was 15 times higher.



Gallup surveyed 4 million employees. Companies in the top-quartile of employee engagement are 22% more profitable than those in the bottom-quartile.

In addition, the study confirms that engagement can lead to improved customer interactions, meaning that your customers are also experiencing the benefits of your culture.



Great Place to Work has shown that the 100 Best Companies to Work For in the US consistently outperform the stock market.

The Culture Challenge



While companies often set intentions to make the right cultural changes, only 30 percent of such efforts are fully successful.

(Ewenstein, smith & sologar, 2015)



Many employees and managers view culture change as a bug—one that inhibits fast growth and is yet another requirement assigned by HR

(leonard & coltea, 2013)

The background features several wavy, horizontal lines composed of small dots. These lines are arranged in a series of overlapping, undulating bands that sweep across the frame from left to right. The dots are a slightly darker shade of blue than the background, creating a subtle, textured effect.

Its how people feel about coming to work!

Conscious Culture



Self-awareness



Emotional
Intelligence



Bias Awareness



Psychological Safety



Employee Engagement



Productivity



Innovation



Growth Mindset



Common Values



Shared Rituals



Strategic
Alignment



Challenges are Opportunities



Willingness to experiment



Failures fuel Learning



Focus on solutions



Idiosyncrasies are Strengths



Desire to learn from others



3 Common Values



WHAT WE WANT TO BE
KNOWN FOR

WHAT LEGACY WE WANT
TO CREATE

WHAT IMPACT WE WANT
TO HAVE

WHAT WE WANT PEOPLE
TO SAY ABOUT US





How we
recognize, reward
and celebrate
success

Who are company
heroes





Purpose

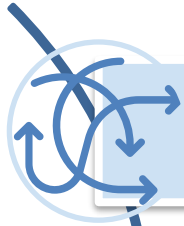


Mission



States of Culture

The background is a solid blue color. Overlaid on this are several wavy, dotted lines in a darker blue shade. These lines form a series of peaks and valleys, resembling a stylized wave or a series of connected dots that create a fluid, organic shape. The dots are small and closely spaced, giving the lines a textured appearance.



Unintentional Culture



Intentional Culture



Conscious Culture



Unstated vision and mission



Unexpressed or inconsistent experience of company values



No employee listening strategy



Disconnect between values and compensation / incentive programs



No cultural alignment for new hires



Established unique vision and mission



Communication of vision and mission




Stated shared values and behaviors shared with employees





Culture fit as a key factor for hiring selection





Compensation and incentive models start to reflect culture values


 The mission clearly expresses how the organization moves toward the vision


 Shared Values and mindsets are well defined and tied to behaviors


 Managers are trained on the behaviors expected and receive regular feedback on their performance

 Employees are coached and evaluated upon the values they exhibit each day

 Active and trusted employee listening program

 Employees understand the organizations direction, why it's headed there & what's required to get there

 Culture fit is at least 50 percent of the selection criteria for hire selections

 All HR systems, including compensation and incentive models are aligned to culture values



SUCCESS





