

Culture COUNTS

The impact of a company's culture
on productivity, profit & more

Culture is defined as the “vibe” you get when you walk in the door + the mood & the tone the workplace creates + leadership style + the sense of purpose employees feel.
(Jacob Morgan)

+2x

“Multiplier”
leaders get over 2x
the intelligence
from their teams

+12%

Happy workers are
12% more
productive
(Univ. of Warwick)

**\$300
billion**

Cost of unhappy
workers (Gallup)

95%

of new recruits say
they value culture
over compensation
(Deloitte)

3.5x

Job turnover at
companies with weak
cultures is 48.4%,
almost 3.5x that of strong
company cultures - 13.9%
(Columbia Univ.)

Company culture can energize or drain, motivate or discourage, empower or suffocate the people on your team. Make sure *yours* is a force for good.

87%

of employees
worldwide are NOT
engaged at work.
(Gallup)

Ethnically diverse
companies are 35% more
likely to outperform the
national industry median.
(McKinsey)

+147%

greater earnings per share
when employees are
highly engaged
(Gallup)

+35%

-10%

Unhappy workers
are 10% less
productive.
(Univ. of Warwick)

C3 (C Cubed) = Engagement

All 3 impact financial performance, shareholder value, customer satisfaction, and employee engagement.

Engagement is the outcome of a much bigger equation:

1. Corporate Culture
2. Sub Cultures
3. Counter Cultures

Benefits of a strong company culture

Identity

Values, strategy, direction

Retention

Team chemistry, engagement, turnover

Image

Brand, customer loyalty, customer experience

Profit

Lower costs, higher earnings



Get our Top 10 Tips for Making *Your* Culture Count at
www.advantageperformance.com/culture-counts

Advantage