

THE CULTURE CONTROL PANEL

CULTURE MANAGEMENT:

The art and science of creating an engaged workforce that's as excited for Monday morning as they are for the weekend. Adjust the volume on each of the panel's five dials until you create the kind of culture that will propel your company towards its loftiest goals.

1. PACKAGE

Salary • Benefits • Perks



Package is the ground floor. While salary is essential, benefits like profit sharing can bolster your offering.

2. POTENTIAL

Promotions • Opportunity • Growth



The promise of a clear career trajectory is a must. Invest in your staff, and they will invest in you.

3. PEOPLE

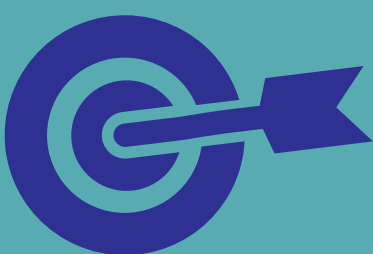
Friends • Mentors • Networks



Workers need a sense of connection to thrive. Teamwork and positive relationships support a robust company culture.

4. PURPOSE

Meaning • Passion • Engagement



Connected with a purpose that's bigger than profit, employees will work tirelessly to help you achieve your goals.

5. PERCEPTION

Goodwill • Esteem • Enthusiasm



Adjust the dials on #1-4 to meet employees' needs on all levels, and they will gladly become lifelong advocates.

PACKAGE

\$10,000,000
2/3 of engaged workers would keep their jobs even if they won this kind of cash.

POTENTIAL

51%
Companies with engaged employees have 51% less turnover than those with disengaged employees.

PEOPLE

7X
Having a best friend at work makes employees seven times more likely to engage in their job.

PURPOSE

13%
A mere 13% of workers are engaged across the globe; 63% are not engaged at all.

PERCEPTION

1.6x
Engaged workers are 1.6x more likely to perceive their lives as "thriving" versus disengaged workers.

SOURCES

<http://www.gallup.com/poll/166577/engaged-workers-keep-jobs-upon-winning-lottery.aspx>
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