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.

THE CULTURE CONTROL PANEL

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.

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

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

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

2/3
2/3 of engaged workers would keep their jobs even if they won this kind of cash.

10,000,000
A mere 13% of workers are engaged across the globe; 63% are not engaged at all.

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

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SOURCES