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# THE BRIDGE

A nighttime photograph of the Manhattan skyline, viewed from across the water. The city lights are reflected on the water's surface. The Manhattan Bridge is visible on the left side of the frame, with its cables and towers illuminated. The sky is a deep purple, suggesting twilight or dusk.

# SPECIAL REPORT

# **This Unknown Ingredient of Your Organization Will Either Make It or Break It (Your Competition Might Already Use It, Will You?) Get more productivity & revenue...save on the “Crappy” costs like employee turnover and retention issue costs!**

It isn't marketing.

It isn't great blog posts.

It isn't brutal and ruthless tactics you would find from one of your salespeople.

What your business needs is a dose of culture inside it. You might be wondering what culture is and why you have never heard of it or don't know much about it.

**Culture is the values, norms, beliefs, rituals, languages, and accepted behaviors inside any company or organization.**

As you read this report, you will see how all the above principles can be found in struggling organizations.

If your organization is struggling, it might be because it needs a hefty dose of culture sprayed in it.

The good news is that when you identify the reasons and root problems, you will be one step closer to fixing the problems.

## **REASON #1**

**75% of businesses fail to attract top talent or even have it stolen from competitors.**

(Source: <https://growtheverywhere.com/management/statistical-case-company-culture/>)

WHY can't your organization attract top talent? You already know that everyone working inside the organization are decent people trying to help your clients, so what repels potential geniuses from joining your organization?

From what we understand, your organization never took some time to reflect on what talented people are looking for in a place to work. What are they looking for and how you can give it to them, so as to attract them to your organization. This is culture.

If your competitors are able to find the right bait for awesome employees, then guess what?  
*Your organization loses!*

The way we see it is, Culture is the least expensive way to attract the industry's top talent...period.



## REASON #2

**Employee disengagement costs more than \$500 billion each year to the US economy.**

(Source: <https://Officevibe.com>)

Your organization's employees:

- don't care
- are not loyal
- lack camaraderie
- are un-motivated
- have poor performance
- dispense negative energy
- are not aligned in general
- won't take one for the team
- lack focus and commitment
- are careless about their assignments

All the above cost organizations like yours \$500 billion dollars in total every year.

How do you fix that? You begin asking "*what matters to my employees?*" and start reverse engineering the process of giving it to them.

Then your organization makes the news, not as a statistic but as an individual workplace that doesn't lose money from employee disengagement.

*That's how culture comes in and saves the day!*

## REASON #3

**86% of businesses & HR leaders believe they don't have a good leadership development path.**

(Source: <https://Officevibe.com>)

*"Everything Rises and Falls Based Upon Leadership" John Maxwell*

How good is your organization's HR leader? Chances are, even if you think they are decent enough, they don't believe it themselves!

Poor leadership development affects every area of an organization negatively.

From now on, it's non-negotiable - you must have leadership development as part of your cultural core values. Your leaders will feel valued and think they matter. This creates loyalty and better-equipped knowledgeable employees.

Remember what John Maxwell said above? "*Everything rises or falls based on leadership.*"



#### REASON #4

##### **Only 21% of employees feel strongly valued at work.**

(Source: <https://Officevibe.com>)

*“Company culture is the product of a company’s values, expectations, and environment.”  
Courtney Chapman, Product Manager, Rubicon Project*

8 out of 10 of the people in your organization don't feel valued at work. **YIKES!** How do you think feeling valued can affect their performance and your profits in the long run?

Valuing and respecting employees should be at the top of the list in creating a dynamic, sustainable culture.

Why is that? Remember - Culture is the values, norms, beliefs, and accepted behaviors of a group of people. *Leadership respects the team and magic happens!*

#### REASON # 5

##### **Peers and camaraderie are the #1 reason employees go the extra mile – not money.**

(Source: <http://www.stackhands.com/blog/company-culture/company-culture-statistics/>)

Yes, relationships at work rank as the number one reason employees say no to themselves and yes to the organization in going the extra mile!

Relationships matter, and when the cultural core values affirm and understand this dynamic, it increases loyalty both with employees and their superiors, as well as with the organization!

Companies and organizations that understand the significance of their employee welfare get the most out of their employees.

#### REASON #6

##### **Highly engaged employees are 87% less likely to leave the company they work for than their counterparts.**

(Source: <http://www.stackhands.com/blog/company-culture/company-culture-statistics/>)

That combines with Reason 4 beautifully.

This number should be the norm, not the exception in your organization. Highly engaged employees feel respected, valued, and affirmed for their contribution.

If you have loyalty to employees as a guiding cultural core value, then chances are the employees will never leave the organization for their competitors. Why leave when the work culture is healthy and positive?

*Employees that enjoy their workplace usually stay for the long-haul!*



## REASON #7

**75% of people voluntarily leaving jobs don't quit their jobs; they quit their bosses.**

(Source: <http://www.stackhands.com/blog/company-culture/company-culture-statistics/>)

Obviously, something is terribly wrong with the boss. If you have ever had a mean, bully, asshole boss, you understand this statistic because you are part of it!

You spend the majority of your life at work and if the work culture, starting with the boss is toxic, who wants to remain in this environment? That's right - only 25% of employees!

Work relationships are important and as you can see from this statistic, it is important that the organization assesses who on the leadership team and if their leadership is toxic.

Bosses must be placed in positions of leadership based on the “tribal smell” they give off as they lead. Selection criteria must involve an understanding of culture and people, as well as how to interact and give dignity, affirm and motivate.

Finally, Reason 3 makes sure that your bosses have a good foundation to work from.

## REASON #8

**Job turnover at an organization with a high focus on company culture is 13%, but 48% in companies with a low focus.**

(Source: <http://www.stackhands.com/blog/company-culture/company-culture-statistics/>)

There is a correlation between employee satisfaction and feeling valued with the organization's success as you just read.

Employees are proud of their contribution and are loyal to the organization when the *organization lives out their sacred core values.*

By monitoring the culture, spending resources and creating a constant cultural dialogue between all involved, ensures your employees realize they have an impact and makes them feel important.

## REASON #9

**Only 40% of the workforce knew about their company's goals, strategies, and tactics.**

(Source: <https://Officevibe.com>)

*OOPS!!! You know what that means, right?*

That either the company has never spent the time to articulate and create the company goals, strategies, and tactics or they do not know how to maintain the above principles.

When the workforce doesn't know and understand the company's goals, then there is a significant disconnect and understanding of what they make decisions around. Everything is out of alignment in these companies, which cultivates poor performance.

Thankfully, with culture, your needs are articulated and are lived out to have maximum impact.





## REASON #10

**79% of businesses believe they have a significant retention problem.**

(Source: <http://www.stackhands.com/blog/company-culture/company-culture-statistics/>)

Retention costs company's mega money. High turnover of employees is a red flag that something is drastically wrong with the culture. Something needs fixing.

But what is that? If you have read until this far, you probably know the answer - culture.

There is a reason employees are leaving. There is something toxically wrong with their environment and although finding and fixing it is a good idea, it's like putting a bucket under a roof that's leaking.

*You fix the symptom, not the root problem.*

Focusing on your organization's culture solves every problem that appears in your organization, without ever having to worry about symptoms ever again.

***“Our number one priority is company culture. Our whole belief is that if you get the culture right, most of the other stuff like delivering great customer service or building a long-term enduring brand will just happen naturally on its own.”***

*- David Hassell, Founder, and CEO of 15Five*



## About the authors:

*Angelique Weiley Vuilleumier and John R. Hatfield are the founders of The Bridge Venture, Culture Development and Employee Engagement consulting firm. Angelique and John are both experts in culture development and employee engagement coaching inside of organizations. They both coach individuals and organizations on bettering their revenue results based on productivity and performance through culture and employee engagement. They have created many programs and tools for individuals to enhance their resumes through development, and for organizations to develop their culture and build their teams. Their compassion for the workplace shows in their commitment to organizations throughout the world.*

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They would love to hear your story!