

UP YOUR CULTURE

by THE CENTER FOR SALES STRATEGY

Engage Your Team.
Grow Your Business.

Building a Culture of Engagement is Key!

- ▶ Companies with highly-engaged employees **grow revenue 2.5x** as much as those who don't.
- ▶ Engaged employees are **87% less likely to leave** their organization.

Building a Culture of Engagement Leads to:

1. Reduced regrettable turnover
2. Increased productivity and revenue
3. Key customer retention

The Annual Program Includes:

- ▶ Content built around the Four Engagement Elevators.
- ▶ An in-depth baseline survey to discern current culture and measure employee engagement.
- ▶ Actionable strategies and customized coaching to guide leaders.
- ▶ Virtual mini-workshops to provide mastery of the Engagement Elevators.
- ▶ Culture Kits to activate each Engagement Elevator.
- ▶ Take Action Webinars and Culture Connection Tips.
- ▶ A Culture Workbook to guide the experience.
- ▶ End-of-year survey to measure improvement.
- ▶ Digital culture badge for all participants.

Other companies will send you workbooks or run a single workshop. We're going to be there all year to guide you as you establish a permanent culture of engagement.

Best of all, at the end of the program, your new and improved company culture will be featured in your own culture video!

The Four Engagement Elevators:

Shared Mission

- ▶ Create a Reason for Being and statement of Values to give employees a clear sense of where they are going and make them feel like they are a part of something.
- ▶ Look for opportunities to reinforce your Reason for Being and Values.
- ▶ Articulate Vision by telling stories about where they have been, where they are, and where they are headed.

People Development

- ▶ Hire people with the right talent and fit.
- ▶ Build strong relationships by listening and sharing.
- ▶ Provide clear expectations and then give more autonomy.
- ▶ Commit to coaching and provide consistent and meaningful feedback.

Valued Voice

- ▶ Commit to transparency and keep employees informed.
- ▶ Show genuine respect for thoughts and opinions of employees and sincerely listen.
- ▶ Leaders use open and honest two-way communication, counting on that to help generate a steady flow of innovative ideas and improvements.

Earned Trust

- ▶ Leaders live your core values.
- ▶ Reward those that demonstrate your values and refuse to tolerate those who don't.
- ▶ When mistakes are made by leaders, take ownership and provide an apology.