



The Bottom-Line Impact of Creating an Amazing Culture – People Strategy Program

Your people are your single most valuable competitive advantage. Having an amazing strategy can't save you without the talent to implement it. And most organizations have already maximized their operational efficiency by using the latest technology. It's an equalizer, not a differentiator.

Culture is the one lever you can pull to ensure that your entire workforce is truly engaged. Building an amazing place to work filled with superheroes achieves optimal performance and productivity. And THAT maximizes your profitability.



Data from Great Places to Work quantifies the measurable impact that culture has on profitability. Some key findings:

- According to research from FTSE Russell, companies that make the Fortune 100 Best Companies to Work For® list outperform the market by a factor of 3.68.
- Companies that make the Fortune 100 Best Companies to Work For® list also experience half the turnover of their peers.
- Workplace stress costs the U.S. economy \$500 billion. Workers who report burnout are 2.6x more likely to seek a new job. 63% are more likely to take a sick day, and 23% more likely to visit the emergency room. While only 16% of workers at a typical U.S. workplace are thriving, 58% of employees in the Fortune 100 Best Companies to Work For report a high state of well-being.
- Research from Alex Edmans of the London School of Economics shows that investing in workers leads to long-term success. Edmans analyzed the history of the 100 Best Companies lists from 1984 to 2009. His results? Companies on the list outperformed the stock market by 2%-3% per year.



In short, you will achieve lasting competitive advantage by creating an amazing place to work.

Based on my 35 years of experience (20 years leading transformation in Corporate America and 15 years consulting with great places to work), I have developed a training program to help you architect a brave new powerful culture built on achieving measurable people-driven work performance results.



This program is designed specifically to solve your three greatest pain points with respect to your culture, namely:



We will determine the monetary value of your culture.



You will be able to quantify the ROI of your investment on every employee.



We will align your people strategy/workforce investment to your business strategy and your operations.

During this engaging, informative, and thought-provoking program I work with your Leadership Team to put into practice a comprehensive people strategy with these key initiatives:

• **Define the state of your current culture by planning for:**

- Revisit your Vision & Mission statements, your core values, and code of conduct.
- List the qualities you want your organization to be known for/aspire to become. Compare/contrast that list of aspirational goals with feedback from stakeholders. Comparing the results clarifies our brand authenticity and leads us to pinpoint your ideal organization "brand attributes". We frame your culture as a Unique Value Proposition. Think "reputational brand."
- Define the type of people you want to work with for ALL stakeholders: employees, clients, strategic partners, suppliers, contractors, vendors, the media.
- Describe your ideal employee avatar.
- Identify your ideal client profile.



- We define culture as it pertains to how your people act and interact on a daily basis. What is it? How do you measure it? How do you build and maintain it.
- Re-architect your end-to-end HR flow process. We connect every aspect of your people strategy from end to end, beginning with your talent acquisition, then your people development, and lastly talent management/retention. We benchmark every stage of your people strategy against your documented core values.
- Identify the state of your current culture using a predictive SKOR assessment. From there, we gauge your people's current state of (dis) satisfaction with your workplace.
- Apply people engagement metrics into your business planning and goalsetting.
- Conduct a workforce audit, re-architect employee roles to unleash their untapped potential.
- Measure your investment in your human capital. We know payroll is your largest expense. Stop treating your employees as a cost. Start investing in them instead. Discussion of employee ROI using metrics such as Quality of hire, employee cost, revenue per employee, KPI completion rates.
- How does culture drive your client's satisfaction, using Net Promoter Scores, Customer Lifetime Value.
- Develop a formal employee Idea Generation program. Your people are closest to their work, so empower them by funding their ideas to drive revenue and reduce costs.
- Transform your relationship with your employees by identifying, funding, and delivering the tools they need individually and collectively to achieve measurable results.

Contact me to discuss how we can deliver this program to your Leadership Team.



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