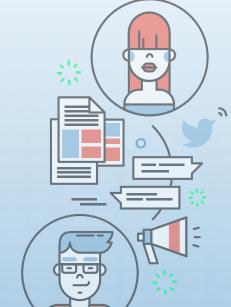
## enthusem



# HOW IMPROVING YOUR COMPANY CULTURE CAN INCREASE SALES



When companies are only focused on financial outcomes they often overlook more altruistic and sustainable strategies, such as a strong company culture, for consistent business growth. Especially when you take into consideration that only about half of all new small businesses last five years.

A strong company culture isn't just about happy employees; it about creating a more productive, efficient and committed employees who in turn help to support and create a more successful business.

A number of research findings from the past several years corroborate these claims and we've broken them down for you in this infographic.



### How Culture affects Growth, Performance & Success



★ ★ ★ ★ Highly engaged businesses see a

increase in customer ratings.



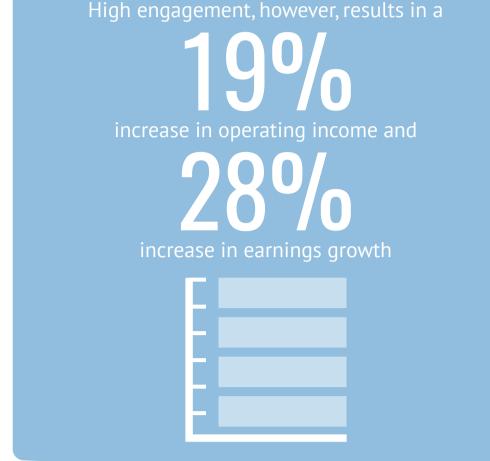
Highly engaged businesses see a



Companies with engaged employees outperform those without them by up to 202%

Highly engaged business units result in

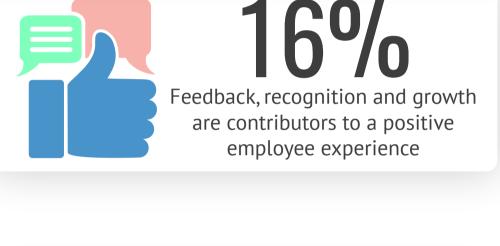
greater profitability.





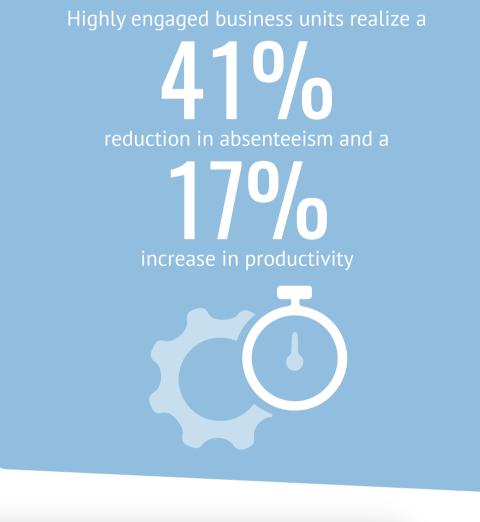


of businesses plan to improve employee engagement in 2018.

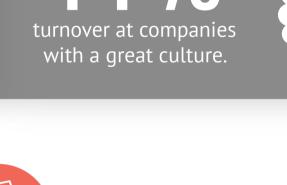


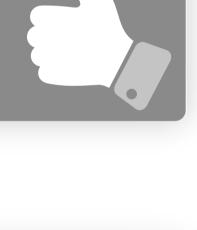




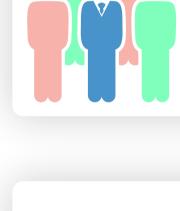












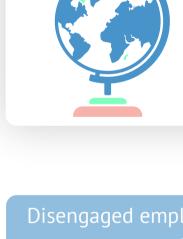
of employees feel their leadership does not contribute to a positive company culture.

42%

51%

of the U.S. workforce is not

engaged.

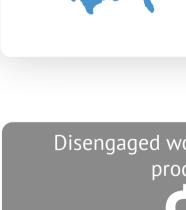


Disengaged employees cost organizations between

13%

of employees are engaged

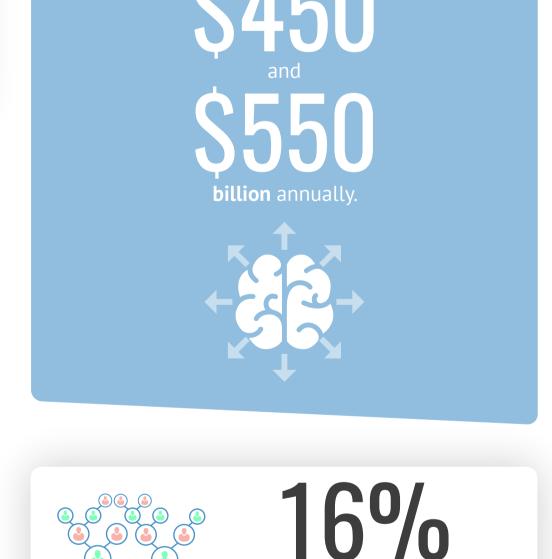
worldwide.



Disengaged workers cause massive losses in productivity – between

> of an employee's salary to replace him/her.

**billion** a year It can cost





employers.

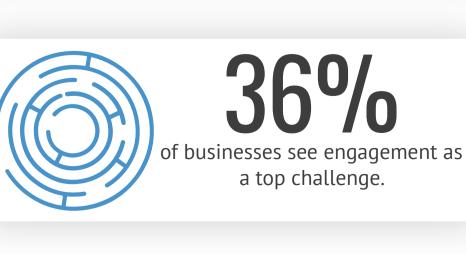
of employees said they felt "connected and engaged" by











## **SOURCES:**

the main reason.

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