

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 **10%** increase in customer ratings.

Highly engaged businesses see a **20%** increase in sales.

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

High engagement, however, results in a **19%** increase in operating income and **28%** increase in earnings growth

Highly engaged business units result in **21%** greater profitability.



Sharing is Caring

88% of businesses plan to improve employee engagement in 2018.

Employees who feel their voice is heard at work are **4.6x** more likely to feel empowered to perform their best work

16% Feedback, recognition and growth are contributors to a positive employee experience

Highly engaged business units realize a **41%** reduction in absenteeism and a **17%** increase in productivity

53% of HR professionals say employee engagement rises when onboarding is improved.

48% turnover at companies with a poor culture.

14% turnover at companies with a great culture.



Teamwork Makes the Dream Work

42% of employees feel their leadership does not contribute to a positive company culture.

13% of employees are engaged worldwide.

51% of the U.S. workforce is not engaged.

Disengaged employees cost organizations between **\$450** and **\$550** billion annually.

Disengaged workers cause massive losses in productivity – between **\$450** and **\$500** billion a year

16% of employees said they felt "connected and engaged" by employers.

It can cost **33%** of an employee's salary to replace him/her.

75% of American workers care deeply about the well-being of their employer and only **23%** say they have full insight into how their organizations are actually doing.

34% of employees say they plan to leave their current role in the next 12 months.

44% of employees are happy in their current role.

51% of workers are looking to leave their current jobs.

47% of people actively looking for new positions say company culture is the main reason.

36% of businesses see engagement as a top challenge.

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