

YOUR COMPANY
CULTURE
COULD BE THE DIFFERENCE
BETWEEN SUCCESS
AND FAILURE



75%

OF JOB SEEKERS SAY
**COMPANY
CULTURE**
IS AS IMPORTANT
AS SALARY.

Express[®]
EMPLOYMENT PROFESSIONALS

94% OF EXECUTIVES BELIEVE
A WELL-DEFINED
COMPANY CULTURE
IS KEY TO SUCCESS.

In today's culture of instant communication, people from around the world can know anything about everything with the click of a mouse or a swipe of the finger. More and more, people expect this type of openness in all aspects of life – including the workplace. Despite this expectation, many executives and employees work in an ambiguous and undefined company culture.

A company's culture is comprised of the values, practices, and personalities shared by the employer and employees. According to a survey by Deloitte, a professional services firm, 94% of executives and 88% of employees believe a well-defined workplace culture is important to business success. Without this distinction, your company could soon be threatened by other companies trying to steal your most valuable asset – your employees.

78%
OF EMPLOYERS
ACKNOWLEDGE EMPLOYEE
ACHIEVEMENTS THROUGH
PERSONAL RECOGNITION.

48%
WANT THEIR COMPANY
TO BE PERCEIVED
AS A TOP EMPLOYER
IN THE COMMUNITY.



CULTURE AFFECTS INNOVATION THROUGH EMPLOYEE RETENTION

Company culture permeates through all aspects of your internal business, but it also impacts how you're seen externally. How do your customers perceive you? Are you easy to do business with? Your most talented employees could easily be hired away by your competition if the work environment doesn't live up to their standards. According to an employee benefits trends study by MetLife, an insurance, annuities, and benefits firm, company loyalty is slipping from years past. The number of employees who feel a strong loyalty to their employer is down from 59% to 47%. And according to a Gallup poll, "a record 47% of the workforce says now is a good time to find a quality job, and more than half of employees (51%) are searching for new jobs or watching for openings." Without your most driven and talented employees, your overall culture will not just be affected, but your ability to stay innovative will be as well. Establishing



51% OF EMPLOYEES ARE SEARCHING FOR NEW JOBS OR WATCHING FOR OPENINGS.

your dedication to recognizing and rewarding employees who exemplify your defined values will be a major step in re-establishing and continuing innovation.

INCREASED PRODUCTIVITY REQUIRES EMPLOYEE ENGAGEMENT AND SUPPORT

Productivity levels are higher than ever as businesses are eager to stay competitive in their respected markets; however, it is important to keep employees engaged and supportive of a positive and productive culture. According to the Aberdeen Group, a business intelligence research provider, 45% of employers feel the need to focus on



45% OF EMPLOYERS EXPECT HIGHER PRODUCTIVITY, THOUGH ONLY 31% OF COMPANIES HAVE AN EMPLOYEE ENGAGEMENT PLAN.

productivity in their engagement strategies – productivity not being the amount of hours worked, but the amount of hours employees are engaged at work. But do your employees know what engagement level equals

success? A company's values and mission statement help define a set of behaviors that drive a company toward success, which directly affects productivity and your ability to maintain a competitive edge.



IT IS ESSENTIAL FOR CULTURE TO PLAY A ROLE IN THE HIRING PROCESS

Though it may be hard to distinguish how new employees will fit with your culture, the easiest way to ensure your company is solidifying its focus on culture is through the hiring process. However, this is where the majority of mistakes are made. In a



69% OF EMPLOYERS HAVE BEEN AFFECTED BY THE COST OF POOR HIRING.

recent study by CareerBuilder, 69% of employers were affected by a bad hire, with 41% estimating the cost of reckless hiring to be more than \$25,000. Additionally, 24% said each poor hire cost them more than \$50,000. Most of the new hires fell short of expectations

on quality, teamwork, positive attitudes, timeliness, and customer service. Integrating value-based questions into the interview process will help ensure every new hire fits with the company before their first day on the job, which not only benefits the company, but also helps create a less stressful work environment for the employee.

STRONG LEADERSHIP, OPEN COMMUNICATION, AND FORWARD THINKING

A business is only as good as the sum of its parts – and making the most of employees' strengths is a major role for management and leadership positions. Sharing where the company wants to go, how it's going to get there, and what role the employee will play in the strategy will start a culture of open communication. A study by the Aberdeen Group found that though some companies have a defined culture, not everyone is utilizing it to further enhance their companies in the global economy. Only 19% of executives and 16% of employees believe that their business' culture is widely upheld within the overall company. Without leadership living and working as an example, the company's values and beliefs are merely words. Poor leadership can dismantle any sort of progress made in a company's culture by negating growth from its employees.



84% OF EMPLOYEES DON'T BELIEVE THEIR COMPANY'S CULTURE IS WIDELY UPHELD.



GOVERNMENT REGULATIONS AFFECT CULTURE THROUGH BENEFITS PACKAGES

Regulatory agencies are constantly adding rules and laws that directly affect businesses, which in turn change the aspects of how culture is experienced between the employer and employees.

When new laws like healthcare reform take effect, your employees' benefit packages can be impacted in a major way. According to a survey by Towers Watson, a professional services company, 46% of employees cited healthcare benefits as an



55% OF EMPLOYEES PLAN TO STAY WITH THEIR EMPLOYER BECAUSE OF HEALTHCARE BENEFITS.

important reason they decided to work for their employer and 55% say it's a critical reason to remain with the company. Offering a competitive benefits package will help your business keep its best employees, attract top talent, and establish a strong culture of employee value.

According to Workforce.com, a website focused on providing HR and management information, 75% of job seekers said company culture is just as important as salary. With company values and a defined culture playing a key role in all aspects of a company's success, can you afford to have ambiguity leading the charge in maintaining a sound and competitive business?

WITH DECADES OF EXPERIENCE IN STAFFING AND HR SERVICES, EXPRESS EMPLOYMENT PROFESSIONALS IS HERE TO HELP.

Contact your local Express office today to see how we can help you realize your already-established company values and provide practices to help define your company culture and ensure you don't lose your competitive advantage along the way.





SOURCES:

1. Deloitte: Core Beliefs and Culture.
2. MetLife Study: Employee Loyalty Not Recession-Proof.
3. Aberdeen: The Rules of Employee Engagement.
4. CareerBuilder: Nearly Seven in Ten Businesses Affected by a Bad Hire in the Past Year.
5. Towers Watson: Attraction and Retention: What Employees Value Most.
6. Workforce: The Last Word Cultural Awareness.
7. Gallup: 2018 State of the American Workplace study.

All Express offices are locally owned and operated.
For information about franchise opportunities,
visit ExpressFranchising.com.

 [Facebook.com/ExpressEmploymentProfessionals](https://www.facebook.com/ExpressEmploymentProfessionals)

 [Twitter.com/ExpressPros](https://twitter.com/ExpressPros)

 [LinkedIn.com](https://www.linkedin.com)
(Search Express Employment Professionals)

 [YouTube.com/User/ExpressEP](https://www.youtube.com/user/ExpressEP)

 [@ExpressEmploymentProfessionals](https://www.instagram.com/ExpressEmploymentProfessionals)

More fresh ideas for today's
business leaders at RefreshLeadership.com.

Express[®]
EMPLOYMENT PROFESSIONALS

ExpressPros.com