

Culture Counts

The impact of a company's culture on productivity, profit, and more.



Culture is defined as the "vibe" you get when you walk in the door + the mood and tone the workplace creates + leadership style + the sense of purpose employees feel.

Jacob Morgan



2x 

"Multiplier" leaders get over 2x the intelligence from their teams

▲12%

Happy workers are 12% more productive
(Univ. of Warwick)

\$300B

Cost of unhappy workers
(Gallup)

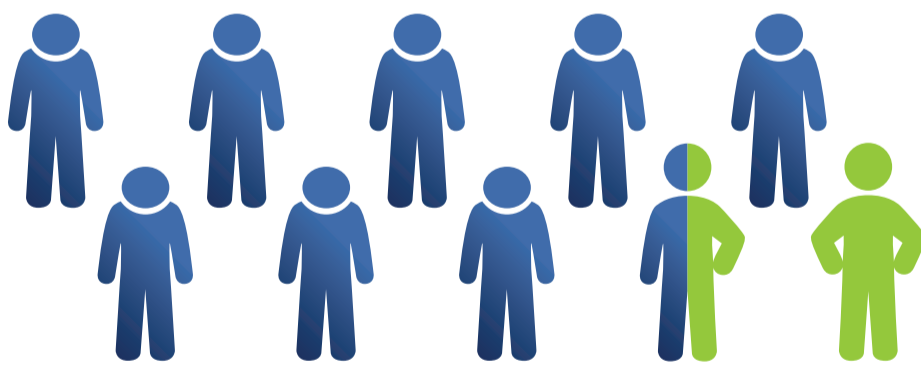


Of new recruits say they value culture over compensation
(Deloitte)

3.5x

Job turnover at companies with weak cultures is 48.4% almost 3.5x that of strong company cultures - 13.9%
(Columbia Univ.)

Company culture can energize or drain, motivate or discourage, empower or suffocate the people on your team. Make sure yours is a force for good.



87% of employees worldwide are NOT engaged at work
(Gallup)

35% 

Ethnically diverse companies are 35% more likely to outperform the national industry median
(McKinsey)

▼10%

Unhappy workers are 10% less productive
(Univ. of Warwick)

▲147%

Greater earnings per share when employees are highly engaged
(Gallup)