

**How to curate a strong and durable culture: Flexibility is key.**



**Leaders should say:**

- I know my team and their competencies. I plan to keep them engaged and help them grow.
- I put effort into attracting, retaining, and nurturing our employees.
- People first, always.

Only 15% of employees worldwide are emotionally invested in committing their time and talent into advancing their organization's goals.

**\$550 billion a year in lost productivity.**

Organizations depend on the energy, enthusiasm, and engagement of their workforce to survive.



DYK: 88% of leaders who are looking to redesign their organization face one common challenge: finding a solution that aligns with individuals, teams, and corporate strategy.



**Culture is a two-way street.**

Flexibility is a top priority for employees and should be to management.

Studies show that “we base 70% of our decisions on emotional factors and only 30% on rational factors.” With that in mind, it's important for employers to understand that each employee is unique and has a different set of wants and needs.

**5 WAYS**

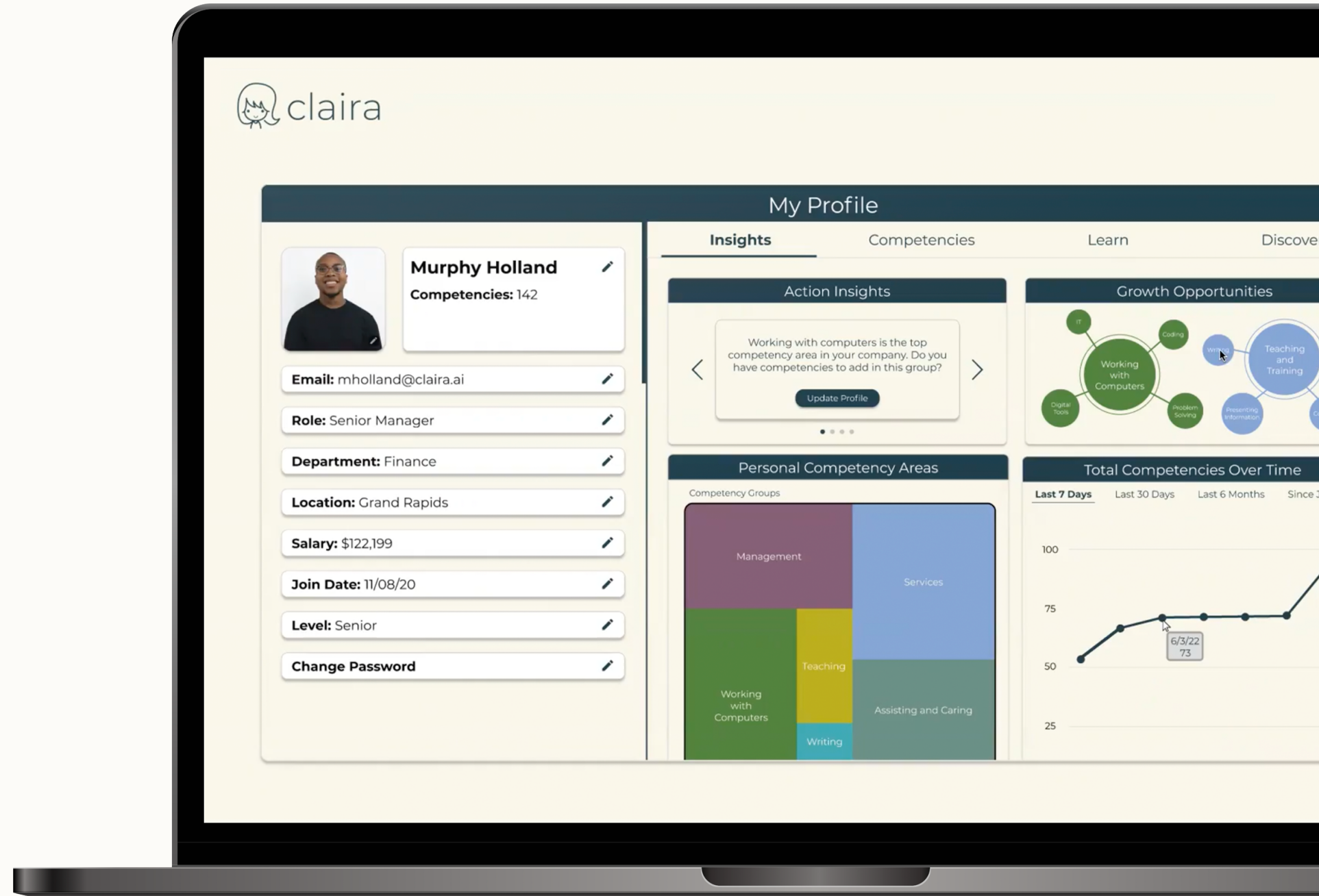
to meet the emerging needs of your employees and create a long-lasting, genuine corporate culture:



- 1 Shared Values, Empowering Employees
- 2 View Employees as Individuals, Not as an Aggregate
- 3 First Invest in People, Then Invest in Product
- 4 Outcome Over Output
- 5 Try, Learn, Adapt, Repeat

**The secret to success lies within your people:**

Get everyone involved, communication empowers them. Shift the power to your workforce and witness your organization reach its full potential.



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