

Harry Garmon

From: Kevin Tortoriello <roger@topofmindmailings.com>
Sent: Tuesday, April 14, 2015 2:04 PM
To: Harry Garmon
Subject: Employee Engagement and Higher Profits - Enjoy Both

Staffing Solutions Newsletter

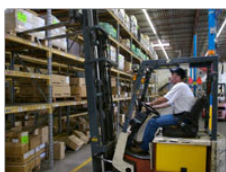


Staffing Solutions ... As You Like It

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APRIL 2015

Hi Harry

The Staffing Solutions Newsletter is designed for hiring managers and HR decision-makers. Our objective is to deliver helpful, timely, valuable information that will enhance your staffing effectiveness ... plus save you time and money.

Adapt Staffing is the source for temporary workers as well as temp-to-hire and permanent placement. Therefore, we offer this discussion and conclusive evidence of the correlation between companies that have been recognized for their cultures and their superior market performance. There is a link between cultures that nurture employee engagement and corporate profitability.

In keeping with current events, see the headline regarding "ban the box" and click on the link to our article that dealt with this controversy at the end of last year.

Of course, your comments and suggestions to increase the value of the newsletter are

strongly encouraged.

Sincerely,

Kevin & T.J. Tortoriello

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HOW WE DO THINGS AROUND HERE

Word Count: 573
Reading Time: 2.3 minutes

HOW WE DO THINGS AROUND HERE *Your Culture ... In 6 Words*

Have you ever worked for an organization that got you excited to come to work every day? If so, then it was largely due to being part of a mission you related to. Result. You got engaged and applied your abilities to contribute, innovate and enjoy building success with teammates who were similarly motivated.

That means management and staff shared the understanding of "how we do things around here" ... coupled with being trained and trusted to decide what is important and empowered to do the right thing. The combination of all these factors defines the organization's culture.

The foundation piece to building an effective culture is the company's mission statement. A well crafted mission statement helps "rally the troops" to achieve shared near/medium term goals. When expressed clearly and concisely these statements are motivating words leaders use to explain an organization's purpose and direction.

The enterprise's mission statement expresses your purpose to customers, suppliers and other stakeholders. With employee knowledge and acceptance, plus management's commitment to walk-the-walk, the mission statement will fuel a more engaged, self-reliant staff.

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Effective mission statements tend to be short, clear, and powerful. It answers the questions, "What do we do today?" "For whom do we do it?" "What is the benefit?"

Take a moment to read the following examples of superior mission statements and measure their effectiveness against the three questions asked above.



- "Our mission is to be earth's most customer-centric company where customers can find and discover anything they might want to buy online ... at the lowest possible prices"



- "To inspire and nurture the human spirit - one person, one cup, and one neighborhood at a time."



- "To organize the world's information and make it universally accessible and useful."

People want to work in a challenging and rewarding environment and for their work to be both meaningful and fulfilling. These examples are easily understood and more importantly each nurtures a culture of how employees may respond to circumstances and remain true to the mission.

So a fully defined, understood, shared and acted-upon culture delivers benefits both internally and externally. Some results:

- Increased employee engagement and productivity.
- Enhanced customer satisfaction.
- Reduced management maintenance tasks.

Add to these significant positive outcomes the findings of a recent report by [Glassdoor](#). The [report](#) examines the correlation between companies that have been recognized for their cultures and their performance in the stock market.

It found that over the past six years, investors who bought shares in companies on its annual Best Places to Work [ranking](#), would have significantly outperformed the Standard & Poor's 500-stock index. The same held true for companies on Fortune's 100 Best Companies to Work For [list](#).



Did You Know?

CRIMINAL LIABILITY

is the possible result when an employer is unable to verify that employees in their company are legally authorized to work in the U.S.



Figure 2. Relative Value of "Best Places to Work" Stock Portfolios vs. the S&P 500



Note: Annual returns assume annual rebalancing to reflect portfolio definitions.
Source: Glassdoor Economic Research.

Andrew Chamberlain, Glassdoor's chief economist, created several hypothetical portfolios to test the idea. "No matter how you juggled the numbers," he said in an interview, "they outperformed the S&P 500."

Chamberlain hopes the results will give more weight to the value of corporate culture, which too often just gets tagged as a fuzzy nice-to-have. The results show "a really interesting validation between employee sentiment and the things investors care about," he said. "These measures of internal company culture are ignored at the peril of CEOs. There seem to be some real-world implications of employee satisfaction."

In keeping with Chamberlain's conclusions, whether your enterprise is of the size included in the Glassdoor study or that of a closely held company, "how we do things around here" matters.

BAN THE BOX !

Governor signs executive order to "ban the box" in state hiring [Click here](#) for complete article in Richmond Times Dispatch..

We discussed this area of hiring practices in our enewsletter of November 2014. [Click here for our article.](#)

Call or Email Today!

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