

# How To Improve Your Company Culture and Your Bottom Line



## Can happy people really make a difference to your bottom line?

First, what does “happy” mean? Gallup’s global research has found that what people think of when it comes to a “good life” is universal. It’s things like relationships, connectedness, feeling loved and valued. Tony Robbins calls it the 6 Human Needs. However you define it, happy, positive people are more confident, secure and productive in all areas of life.

So, what does this have to do with your business results?

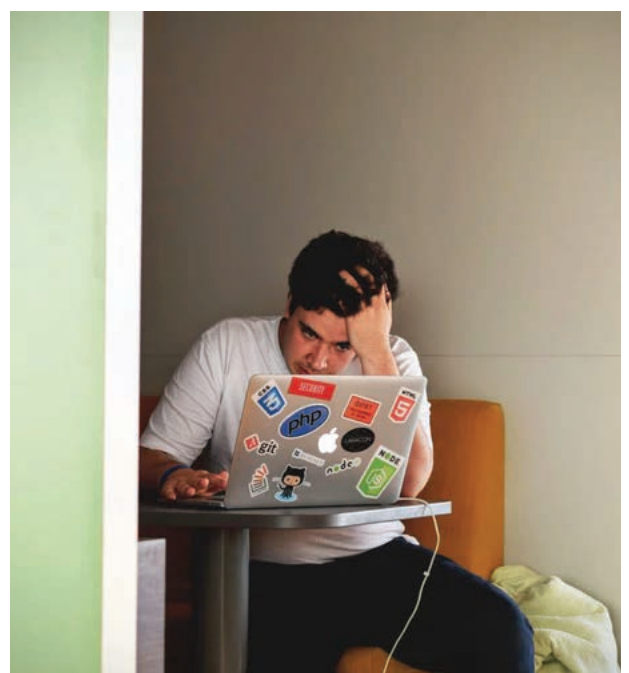
We spend 30% or more of our lives in the workplace. People are bringing their life (good or not) to work and it’s affecting your bottom line.

## What are unhappy people costing you?

95% of HR leaders said in a survey that **employee burnout** is “sabotaging workforce retention.”  
(Source: Kronos Incorporated and Future Workplace)

57% of employees who said they were very stressed at work felt **less productive** and disengaged.  
(Source: Tower Watson)

Roughly \$500 billion is lost because of **workplace stress**. (Source: American Psychological Association)



## On the flip side?



Employees who are engaged are 27% more likely to report “**excellent**” performance. (Source: Gallup)

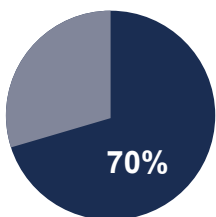
Employees who exercise their strengths daily are 8% more **productive** and 6X more likely to be engaged. (Source: Gallup)

More **positive employee experiences** result in twice the level of discretionary effort (95% compared to 55%). (Source: IBM)

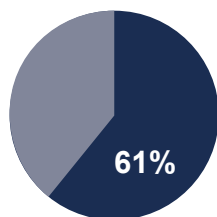
**How do leading companies ensure they are drawing the best out of their employees and in-turn getting the highest level of contribution from them?**

We know it's a lot about company culture. Progressive companies also know that it not only requires cutting-edge strategies to compete in today's marketplace. It takes out-of-the-box thinking to keep employees happy and performing at a high level. But is a ping-pong table or Halloween costume contest going to help your employees maximize their potential and your bottom line?

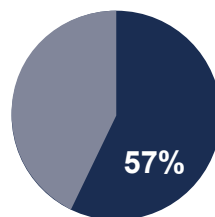
## How would performance improvements like this affect your business?



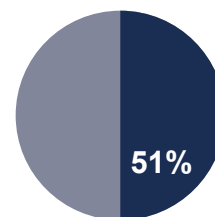
Improved Work Performance



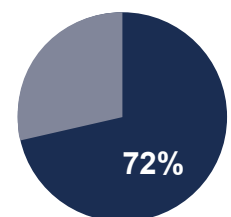
Improved Business Management



Improved Time Management



Improved Team Effectiveness



Improved Communication Skills

These kinds of improvements (Source: ICF) are possible when employees are given the opportunity to become happier people in life. Enter life coaching.

## Will coaching work for my company?

The International Coach Federation's extensive research demonstrates that life coaching in the workplace improves employee well-being, job performance and ultimately your bottom line. Coaching focuses on helping people discover their strengths, appreciate their contribution to the organization and maximize their full potential. This leads to personal resilience, less stress and the ability to pursue new ideas through increased collaboration and creativity.



The ICF Global Coaching Client Study also validated a significant ROI for companies.

**86%** of companies say they, at minimum, made their investment back

**19%** saw an ROI of 50X their investment

**28%** reaped an ROI of 10X to 49X their investment

If you're like many businesses, you're facing heavier workloads with fewer resources. An ever-changing landscape requires your business to respond quickly, accurately and confidently. To achieve your organization's full potential, you need employees who are equipped to do the same.

It shouldn't be so hard to achieve consistently high results. If you're ready to explore how life coaching can improve your company culture and your bottom line, reach out to me today.

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