



Riding the Economic Storm with a Sustainable Corporate Culture

The economy is rebounding, but is your corporate culture? During the recession, many employees were happy just to have a job. But that's no longer the case. In fact, recent studies indicate that approximately 54% of employees plan to search for a new job as the economy improves.

Why? They feel underpaid, overworked and under-appreciated. As a result, they lack motivation, and this impacts productivity. Recent reports indicate that 74% of employees feel less productive.

The financial crisis came as a surprise to many companies. It was hard for them to maintain a strong and positive corporate culture, especially in the face of layoffs and budget cuts. However, despite the same challenges, some companies were better able to weather the economic storm – and emerge with their corporate values intact. As a result, they minimized their losses, and are regaining momentum and productivity more quickly.

The research is clear on this point. A Rapids research report concludes that companies with a strong corporate culture were better able withstand the economic downturn. Similarly, a Waterstone Human Capital study indicates that “Canada’s 10 Most Admired Corporate Cultures of 2009” outperformed the rest, despite the economic downturn.

These companies exhibit what leading corporate culture consultant, Eitan Sharir, refers to as a “sustainable culture of excellence”. Companies with a sustainable culture of excellence are better able to minimize their losses during crises, and can more quickly regain momentum as situations improve.

So how can your company attain a corporate culture of excellence? According to Sharir, it's not easy. The leadership team needs to be completely engaged and unwavering. Additionally, they need to clearly understand and communicate their company's differentiation. But the rewards are worth it.

When you create a culture of excellence, you're not simply focused on changing employee behavior, like many corporate culture programs espouse. According to Sharir, this doesn't work over the long term. Instead, you're creating an environment that causes employees to step up and engage from the moment they come to work - and operate at levels much higher than they would operate elsewhere. In these environments, employees clearly understand the rules of engagement and expectations. And if they don't live up to these expectations, they are given constant feedback and coaching until they do.

Achieving a sustainable culture of excellence is an ongoing process, and can't be created with a quick-fix program. However, the results speak for themselves. So if you're looking for ways to increase employee engagement and productivity and improve your bottom line when times are good – and minimize losses and maintain your values when times are tough, you might want to consider focusing on creating a culture of excellence at your company.



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About Dynamic Achievement Group

Based in Vancouver, BC, Dynamic Achievement Group is an organization committed to corporate leadership excellence, incorporating a group of talented leadership consultants, coaches and facilitators. Dynamic Achievement Group was founded by Eitan Sharir, a highly respected business advisor, corporate culture and leadership coach and accomplished keynote speaker. For the past 15 years, Eitan has helped some of the world's leading organizations achieve profound results through his uniquely effective programs. Eitan holds a Bachelor of Commerce degree with a double major in business economics and economics, and a post-graduate commerce degree in general management and international marketing. He has also reached the Masters level in Neuro Linguistic Programming, specializing in training and core transformation.

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