

How an Engaged Culture Is Paramount for Continued Business Profitability.

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The workplace culture is the organization's self-sustaining pattern of behavior, feeling, thinking and believing. When building a business strategy for the organization, the likelihood of it succeeding depends almost completely on whether or not it is supported by the culture. The question to ask is whether the workplace culture robustly supports the designed business strategies and will positively embrace efforts to fulfill the strategic goals.

Companies whose strategic goals are clear and whose cultures strongly support those goals, possess huge advantages in the marketplace. Goals that are commonly cited by companies include creating superior product performance and creating superior product quality. But in order for those goals to be met and translated into a profitable financial result, the culture most often has a strong identification with the customer and a passion for and pride in the products.

Culture has two major components: the employees working within the organization and the customers with whom they interact. Successful companies rely on customer inspired innovation. In this way, the employees while delivering current products and services, actively and directly engage both current and potential customers to help shape new products and services based on the customer's recommendations. The employees who can discern both the articulated and unarticulated needs, are able to design improvements that can be first to the market with new products and services.

All members of the culture should regularly be questioning the status quo and looking to do something better than what's been done before. The question they should be asking is, "What do we need to do to improve the business?" If employees are comfortable within the company culture, they become more willing to take risks and try new innovative practices. A comfortable culture is an open culture in which new ideas can be shared, tested and effective practices can be replicated. Sharing ideas leads to healthy teamwork and the sense of being a contributing part of the organization.

Positive, productive cultures are built over time. A company is only as good as its people. And to stay competitive, people have to be inspired. They have to enjoy coming to work. In other words, in today's business environment, it is imperative to develop a happy workforce. Connecting individual talent to the appropriate tasks at hand. People need to feel respected and valued. When they come to work, they know that their voices will be heard.

Creating an engaged culture allows people to flourish, grow and produce quality and to be a part of something bigger than themselves. Businesses change over time to maintain a competitive edge in the marketplace. Such ability to embrace change requires an engaged culture which is healthy, energetic, durable, flexible and enthusiastic. An engaged culture provides the talent to survive in our ever-changing, high-speed economy.

Drs. Ann and Gene Gatty provide business leadership mentoring and workplace solutions for companies to build organizational assets and expand profitability. They created the Business Sphere of Excellence® a strategic business planning model used to help businesses run more efficiently and profitably. The partners have a proven track record for improving the workplace culture which is foundational for implementing any successful strategic solutions. Visit StrategicPeopleSolutions for more details.