

## Culture as a Competitive Advantage

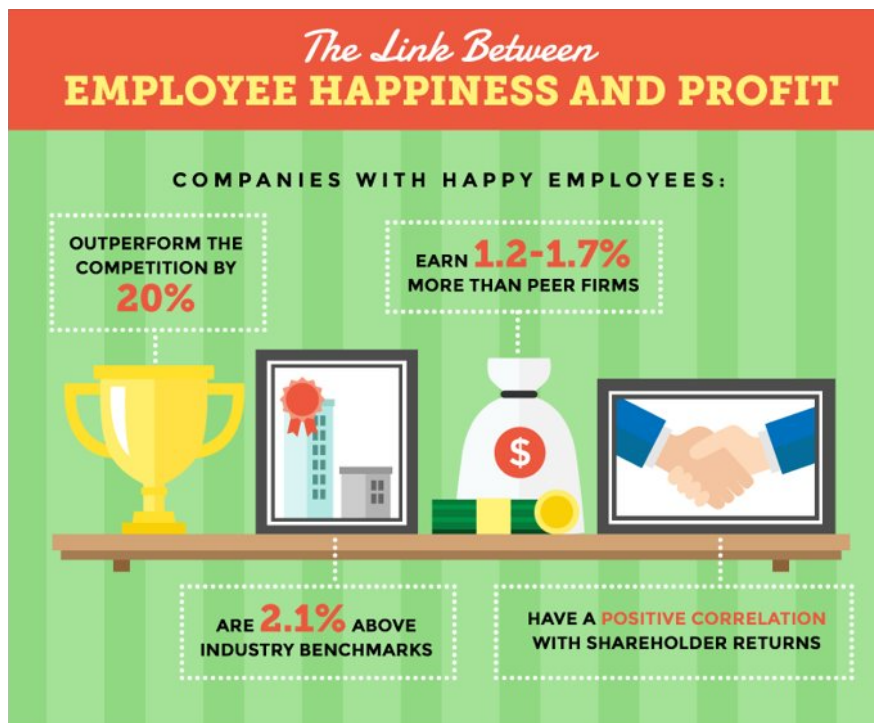
1. Companies with strong cultures saw a 4x increase in revenue growth. ([Source: Forbes](#))
2. Low-level engagement within companies results in a 33 percent decrease in operating income and an 11 percent decrease in earnings growth, whereas companies with high-level engagement have a 19 percent increase in operating income and a 28 percent increase in earnings growth.
3. Over a span of 11 years, "culturally strong companies" averaged 571% higher gains in operating earnings than "culturally deprived" companies.<sup>1</sup>

## Leadership and Culture

1. 70% of the variance between lousy, good, and great cultures can be found in the knowledge, skills, and talent of the team leader. ([Source: Gallup](#))

## Employee Engagement and Satisfaction

1. Over a period of seven years, companies with more engaged workers grew revenue 2.5x as much as companies with less engaged workers. ([Source: Bain & Company](#))
2. Highly engaged workplaces see a 10% increase in customer ratings and a 20% increase in sales. ([Source: Gallup](#))
3. When companies have a poor culture, 48.4% employees start looking for a job. ([Source: Static1](#))



1. The New Corporate Cultures, Terrance Deal and Allan Kennedy
2. A study by Bruch and Ghoshal
3. Gallup Study
4. Saratoga Institute
5. Analysis by The Ken Blanchard Companies®
6. "How Extraordinary Leaders Double Profits," Jack Zenger, Joe Folkman, and Scott K. Edinger