



CULTURE FIT

TAKE IT FROM THEM

THREE LEADERS HARNESSING THEIR MOST VALUABLE ASSET: THEIR EMPLOYEES

“MY EMPLOYEES ARE MY NUMBER ONE CONCERN. MY CUSTOMERS ARE A DISTANT, DISTANT SECOND.”

Gary Vaynerchuk
Co-founder and CEO, Vaynermedia



BRIAN CHESKY
CEO, AIRBNB

The thing that will endure for 100 years, the way it has for most 100 year companies, is the culture. The culture is what creates the foundation for all future innovation. If you break the culture, you break the machine that creates your products.”



RICHARD BRANSON
FOUNDER, VIRGIN GROUP

“Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients.”

WHAT IS COMPANY CULTURE?

- Corporate Culture, *n.*

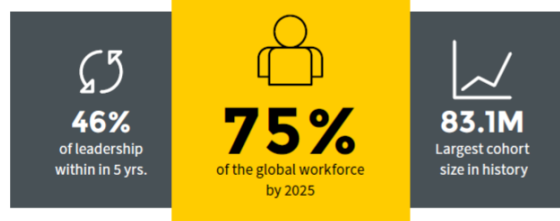
A company's purposefully curated, vision-led, mission-driven collection of behaviors and beliefs, individually accepted and fully implemented in every interaction of its people



THE MILLENNIAL WORKFORCE

- Largest and most diverse demographic of workers in history
- Not content simply collecting a paycheck
- Want to know they have contributed to the success of the company
- Want to be engaged and challenged to grow
- Majority of workforce within 19 years
- Longevity of your company depends on the healthy culture they demand

SOME HARD FACTS



THE MILLENNIAL WORKFORCE

MILLENNIAL EMPLOYEE VALUES

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FLEXIBILITY | 77% of Millennials value flexibility over salary.

GROWTH OPPORTUNITY | 52% say opportunities for career progression made an employer attractive, and 65% cited opportunities for personal development as the most influential factor in their job.

RECOGNITION | 25% say a sense of accomplishment motivates them more than money.

WHY YOU WANT THEM ON YOUR TEAM

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MULTI-TASKERS
Millennials efficiently and quickly process information.



SOCIAL
These employees will become megaphones for your success.



TECH-SAVVY
with more information at their fingertips than previous three generations combined.



LEADERS
30% of Millennials have started a business in college.

CULTURE & HEALTH

**PERCEPTION
IS REALITY**

WHERE TO START

- Mission, Vision, Values
- Hire Slow & Fire Fast(er)
- Cultivate Leaders
- F.R.OG.
- Communicate!

Q & A



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