



 accilium

Culture @ accilium

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A strong company culture helps in various ways!

1 Lowering fluctuation

The fluctuation rate in companies with a negative culture is 48.4% on average - in those with a strong culture, on the other hand, only 13.9%.

(Source: Columbia University)

2 Simplifies hiring

A strong culture helps companies hire the right people (55%), attract more qualified applicants (49%), Increase employee referrals (41%) and attract diverse applicants (32%).

(Source: Grant Thornton)

3 Improves working climate

In companies with a strong culture, employees value collaboration, work environment, mission, and value orientation 20% more than employees in other companies.

(Source: CultureIQ)

4 Increases revenues

By attracting highly qualified employees, a strong corporate culture can lead to 33% higher sales. Just the hiring of talented managers alone leads to a 27% increase in revenue per employee.

(Source: Gallup)

5 Impacts growth

More than 50% of managers believe that a positive corporate culture increases productivity, creativity, profitability, shareholder value and growth rates. influences.

(Source: Forbes)

6 Saves money

Teams that identify with their company create added value - unmotivated employees cost U.S. companies up to 550 billion euros per year.

(Source: The Engagement Institute)

What is culture?

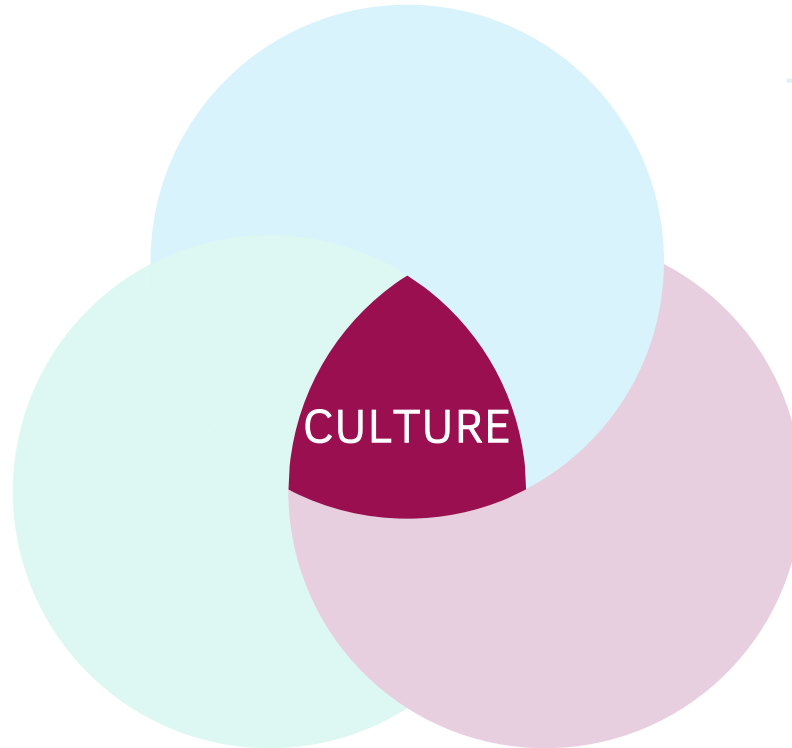
Corporate culture refers to the **beliefs** and **behaviors** that determine how a company's employees and management **interact** and **handle** outside business transactions.



Elements of corporate culture

Community

Shared goals, vision,
mission, Relationships &
Communication



Values

Cannot be given,
otherwise they become a
reproach

Trust

Not to be confused with
familiarity
No one exploits the
weaknesses of another

$$\frac{\textit{Credibility} + \textit{Reliability} + \textit{Familiarity}}{\textit{Own use}} = \textit{TRUST}$$