



The Link between Spirit at Work and Corporate Success

Spirit at work is positively linked with **job satisfaction**, organizational **commitment**, and **retention**. Numerous studies point to the further connection between employee satisfaction, commitment, retention, and . . .

- increased customer satisfaction
- enhanced productivity
- improved financial performance

Job Satisfaction

Spirit at work has a strong connection to employee satisfaction.

- There is a positive correlation between employee satisfaction, enthusiasm, commitment, and its link to workplace loyalty, customer satisfaction; and improved financial results.
- Highly satisfied employees exhibit above average: customer loyalty, productivity, employee retention, workplace safety, and profitability.

Did you KNOW?

47% of surveyed executives from multinational companies cite **employee satisfaction** and **decreased turnover** as major contributors to long-term **shareholder return**.

(Price Waterhouse Coopers, 2002)



Employee Commitment

Spirit at work and employee commitment go hand-in-hand.

- Employee commitment and loyalty are closely linked to retention and productivity.
- With regard to consumers' future spending intentions, sustaining strong employee commitment becomes a highly important indicator when supported by enhanced customer service.

Employee Retention

As spirit at work increases, absenteeism and turnover decreases.

- Employee satisfaction, behaviour, and turnover predict the following year's profitability.

Business Case Snapshot

Sears found that when employee satisfaction improved by 5%, customer satisfaction jumped 1.3% resulting in a .5% increase in growth revenue.

(Rucci, Kim, & Quinn, 1998)

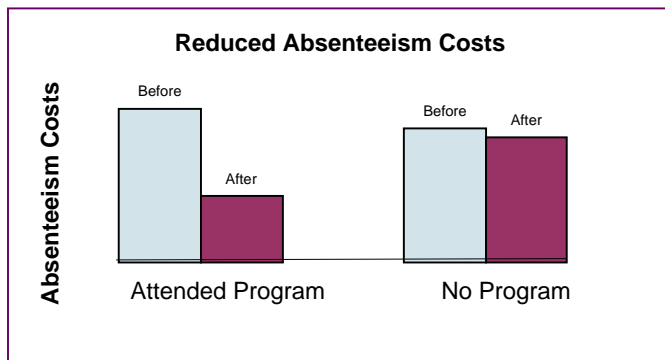
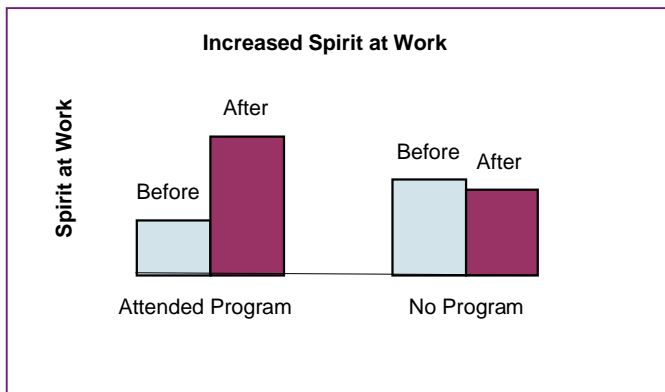
Increased Spirit at Work = Increased Corporate Success!



Business Case

A team of 25 people were experiencing low morale. Team work was almost non-existent. Although communication was limited; gossip was rampant. Staff fought among themselves and sabotaged each other and their work. The situation became so difficult that after one shift, casual staff refused to come back. Employees were becoming disengaged and service was suffering. Productivity was at an all time low.

After an initial assessment, all employees attended a Spirit at Work workshop followed by weekly custom-designed Booster Sessions. The effectiveness of the program was tested by having a similar unit at another site act as a comparison group, who completed the assessment tools but did not participate in the program. After just three months, these are some of the compelling results.



Estimated costs of absenteeism and turnover

Imagine, just losing a single position due to turnover, costs your company from **30** to **150 %** of your employee's annual salary. Our Spirit at Work Program is known to reduce absenteeism and turnover.

Within a very short timeframe, the savings realized will readily offset the cost associated with investing in our Spirit at Work program!

Call us now to see how YOU can be instrumental in bringing Spirit at Work to your Company.



Ph: (780) 459-2588 Val@KaizenSolutions.org www.kaizensolutions.org

Getting to the Heart of What Matters