

# CREATING A CULTURE OF CARING

## What is a Culture of Caring?

Leaders care about Employees

Employees care about customers

Employees care about each other

Everyone cares about company vision and goals



## THE GOAL IS...

Creating a positive workplace environment that fosters **respect, kindness, health and wellness, happiness, and engagement**

...

Leadership that invests in the success and development of their team and employees that encourage and celebrate the success of their peers.

...

A team of managers and employees that feel nurtured and empowered to do their best work and be the best version of themselves.

...

Employees who enjoy their work and support the company's goals because they feel like they are part of something bigger.

**If you take care of your people, your people will take care of your customers and your business will take care of itself.**

- J.W. Marriott

## WHAT PROMOTES A CULTURE OF CARING?



Health & Wellness

Meaning & Purpose

Social connections

## Why does it matter?

Happy, healthy and engaged employees lead to **better business success**

**6%**

Higher net profit margins for companies

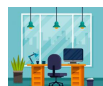
More shareholder returns over a 5-year period

**5X**

## IT ALSO LEADS TO...



More Productivity



Less Absenteeism & Presenteeism



Less Turnover



Better Customer Satisfaction

## The Cost of Not Caring

**\$16.6 BILLION**

Cost of absenteeism to Canadian employers each year



**37%**

Higher absenteeism

**60%**

More Errors & Defects

**18%**

Lower Productivity

**16%**

Lower Profitability

**37%**

Lower Job Growth

**65%**

Lower Share Price Over Time

## A Focus on Health & Wellness



Effective Wellness Programs impact employees professionally and personally and clearly contribute to establishing a Culture of Caring



**6 in 10** Canadians believe their employer has some responsibility in ensuring their good health. Research shows that companies that invest in employee health and wellness enjoy valuable returns...

Organizations with effective health programs report **11%** higher revenue per employee, **1.8** fewer days absent per employee per year, and **28%** greater shareholder returns.

