

## Organizational Culture, Employee Engagement and Corporate Happiness

The first step to your employees' happiness is to consider your organizational culture. Workplaces with strong company cultures see higher employee engagement, productivity, and happiness. Organizations with a high focus on company culture have a 13% job turnover rate, while companies with low focus have a 48% turnover rate.

But what is culture? Is a set of deeply held beliefs and assumptions, is how people in your organization think and act, every day, is *"the way things are done around here"* or...*"what we do when no one is looking"*...it's your own corporate identity which develops over time.

Designing a great strategy is only a part of the challenge; executing it is the key. As one of my friends, board member and leadership advisor would say: ***If every Company Has a Winning Strategy, then Why Not every Company Wins?*** Or as Jack Welch says in his book *Winning*, that ***"any strategy, no matter how smart, is dead on arrival unless a company brings it to life with people — the right people."***

What differentiates organizations ultimately is the people that make the place. And the essence of competitive advantage is how you create a system that brings those people together to create value for your organization; and this is essentially reflected in your organizational culture. Management guru Peter Drucker said "***Culture eats strategy for breakfast***", which means that, if your leadership creates a strategy which clashes with your culture that's binding people together, guess who wins?? It's the culture... Therefore, top leadership has to understand the corporate culture and formulate the strategies to blend both aspects in order to ensure proper implementation.

So if culture wins, **how do leaders build cultures that allow employees to pursue their happiness in the context of the company's business goals as well as their personal aspirations**, in order to implement the strategy and create competitive advantage? Denison Consulting, our partner in the region for Organizational Culture and Leadership Development Tools, has developed a model that is unique in determining the factors in corporate culture and the impact that they have on the business performance. **The value of the [Denison Model](#)** and its implications have been demonstrated for the past 25 years through extensive research and successful projects delivered to thousands of organizations across the globe from a wide range of industries. It has been clearly proven that, at the end of the day, organizations value what brings about the results they most desire: improved performance and overall effectiveness. **The best way to accomplish this is not by looking at employee engagement alone, as many organizations do, but also by gaining an understanding of the organizational context and culture** the employees work within. It is the combination of a healthy culture and engaged employees that is most critical to improving organization's effectiveness and the happiness of the people working in it.

Should you be interested to find out more about the [Denison Culture Model](#), we will be happy to hear from you. Our company, [The Path Innovative Development Solutions](#) is serving organizations to make an impactful difference in enhancing leadership capability and inspire talent success by building an organization-wide responsible learning culture to meet both, individual and business needs, through collaborative effort and shared accountability, targeted learning and Personalized Development Path.

