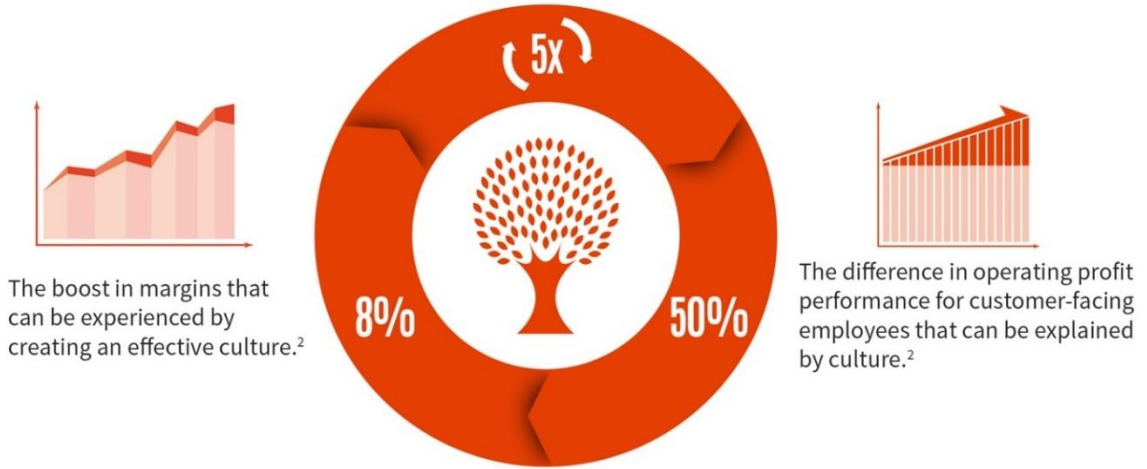
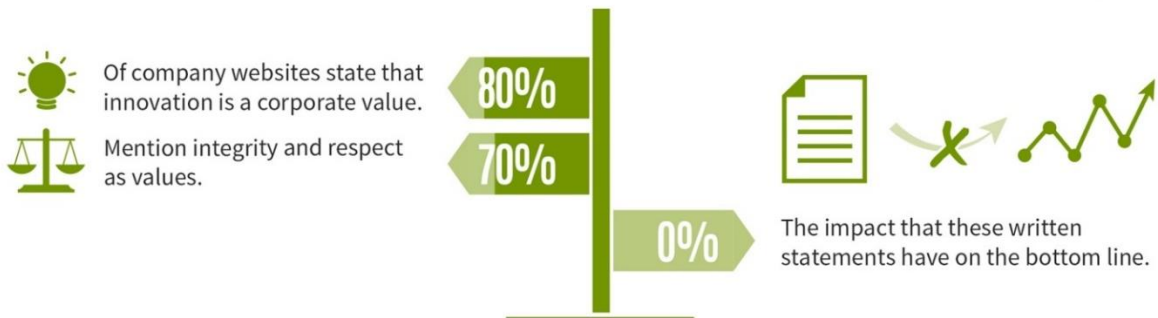


Culture starts with leadership character, and directly impacts the bottom line.

Character driven leaders and their teams deliver as much as 5x greater returns for their organizations.¹



Developing written mission and value statements is an important first step.³



But having a written mission or values statement, alone, shows no impact on business performance.

Why the gap? When stated values are out of alignment with behavior, it is more damaging to trust than having no values at all.

Only 14 % believe that their company's leaders are ethical and honest.⁴



Only 8% of disengaged employees trust their senior management, but 92% of fully engaged employees trust their senior management.⁵



Creating a culture of Good LUCK means clearly defined people-centric values, a trusted leadership team that lives out those values, and employees that choose to be contagiously engaged.



LUCK: Good LUCK

References

¹ Dr. Fred Keil, Return on Character, 2015.

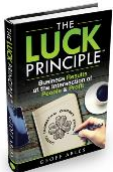
² James Heskett, The Culture Cycle: How to Shape the Unseen Force that Transforms Performance, 2012.

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⁴ BusinessWire citing Martiz Poll, "Americans Still Lack Trust in Company Management Post-Recession," 2011.

⁵ Modern Survey, Webinar:

<https://attendee.gotowebinar.com/recording/340888559056374274>, untitled, undated.



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