

# What is the ROI of Company Culture?

An exclusive section from our eBook that breaks down the return on investment of Company Culture. Read to learn more!



# **Your Company Culture is worth your investment — and here 4 benefits you can expect:**

Investing in your company culture...

01

**Increases retention rates**

02

**Saves your money on recruitment**

03

**Raises employee productivity levels**

04

**And leads to a direct increase in profit**

# 1. Investing in your company culture increases retention rates

People want to work for an organization that values them and fosters a positive employee experience.

**“About *\$11 billion* is lost each year due to turnover. The main reason for resignation? A toxic work environment.”**



## 2. You'll raise employee productivity levels

Studies clearly show that the happier an employee is, the better their performance. Job satisfaction is KEY for productivity.

202%

The percentage of organizations with engaged employees outperform their unengaged competition.

\$2,400

The profit boost companies see **per employee, per year** when they invest in employee engagement.



### 3. You'll save on recruitment:

Think about it: people who work for you or have worked for you will talk about their experience with others. And, whether it's on public job forums like GlassDoor or their professional network, you want them to say good things about their experience, right?

***“Companies with a strong brand reputation save 50% cost-per-hire and enjoy a 22% reduction in recruitment costs.”***



By investing in professional development for your employees, you're setting them — and your company — up for success.

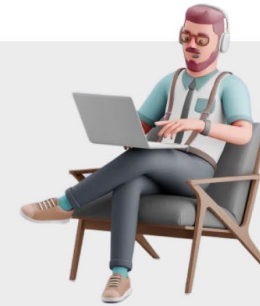
## 4. You'll see a direct increase in profit:

Emphasizing key areas of company culture, like DE&I and professional development, will better serve your organization at large.



### DE&I

Inclusive companies see higher revenue growth (average of 11.1%) because everyone on the team feels like they belong, leading to increased job satisfaction & better performance.



### Professional Development

Companies that spend \$1,500+ per year on employee development reported 24% higher annual profits than companies that spent less.

# But how can you measure your own Company Culture ROI?

Measuring the ROI of your company culture takes a bit of abstract thought. Since how organizations define their culture varies, there's no exact formula for calculating the ROI on company culture.

***[There are key metrics that paint an accurate (and measurable) picture of exactly how your company's culture impacts your bottom line.]***

Get access to our Company Culture Checklist — Metrics to Measure for ROI when you download our FREE eBook!

**Thanks for reading!**  
**For more insights into the  
future of the employee  
experience, download our free  
eBook today.**

**Download now**

## About the Author



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**Co-Founder & CEO of Confetti**

Lee Rubin is the co-founder and CEO at Confetti. Lee is a visionary culture leader with a decade of experience in B2B sales. She's one of the world's experts on remote event planning. She's helped tens of thousands of companies, including Google, Facebook and Microsoft improve their culture.



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# About Confetti

Our platform empowers you to quickly discover, plan and book an engaging team event from a catalog of exclusive experiences that optimize corporate culture and professional growth.

From team bonding games and happy hours, to edu-tainment style workshops and professional development trainings that cover soft skills & DE&I initiatives. Choose from hundreds of experiences and dozens of collections!

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