

A Win Win Situation

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Our company held a manager's meeting earlier this month and one of the main topics was the results of an associate survey that had been done earlier this year. There is always an element of risk in surveys since you may not always like the results, but they are important for assessing how people feel both from a positive and negative standpoint.

The good news for our company is that the survey revealed that our associates really like where they work and the positive company culture was reflected in the overwhelming majority of responses. Did the survey show some areas that needed some attention, sure, but in general the associates were very happy. I was reminded of our meeting when I read [Make More Money By Making Your Employees Happy](#) that cites a pretty impressive statistic.

In her book, Dr. Nelson cites a study from the Jackson Organization, a survey research consultancy, since acquired by Healthstream, Inc., which shows, “companies that effectively appreciate employee value enjoy a return on equity & assets more than triple that experienced by firms that don't. When looking at Fortune's '100 Best Companies to Work For' stock prices rose an average of 14% per year from 1998-2005, compared to 6% for the overall market.”

Talk about a win win situation (hence the title of this posting), making your employees happy is good for them and your company. The article goes on to reveal that money is not necessarily the way to keep employees happy, instead keeping promises and compassion for your employees can be more important.

The next segment of the article gives three examples of things successful companies did to make their employees happy and may give you some ideas to try in your company. Maybe you could also follow the lead of where I work, take a survey of your employees to see what is working and then do what our company is planning to do – address those issues that are not working as well.

<http://www.mineyourbiz.net/2012/08/a-win-win-situation/>