

Significantly

Impact Financial Performance
Using these Tips

by Simon Mormen



**YOUR CULTURE
IS YOUR BRAND**

Companies with highly aligned cultures and innovation strategies have **30% higher enterprise value growth** and **17% higher profit on average**.

Source: PwC Global Innovation 1000 Study

An innovative culture is a living, breathing thing that must be actively managed.

The case for managing corporate culture has long been clear... Harvard Professor James L. Heskett's research shows that an effective corporate culture can account for 20 – 30% differential in performance when compared against competitors with 'unremarkable' cultures.

Multiple studies have found that successful high-performance cultures share some common attributes:

- A simultaneous focus on utilizing existing strengths AND exploring new ideas for possible future states
- A business strategy focused on both long-term gains AND immediate results
- Employees who derive meaning from their work, feel a greater sense of purpose, and feel connected to an authentic company ethos

Innovation and continuous improvement are the natural by-products of such cultures, leading to gains in employee performance and net revenue. Now, we know changing a corporate culture is not easy. While strategies and plans can change, culture is much more difficult to develop and maintain.

Significantly

Impact Financial Performance Using these Tips *(cont.)*

But, do not despair!

UCLA research has proven that just six elements of culture have a differential impact on financial performance*:

1. Customer focus
2. Corporate citizenship
3. Performance standards
4. Identification with the company
5. Human resource practices and
6. Organizational communication

(*Source: Flamholtz and Kannan-Narasimhan)

Making REAL Change in Your Organization

How can you continuously monitor and effect change on these six elements, making it an embedded part of the way your organization operates? With today's technological options, the solution is now available to those seeking to achieve positive culture change across their organization.

The Solution: A cloud-based Field Force Coaching application, helping you deliver excellence against those six cited criteria to drive an innovative global culture.

A best-in-class Field Force Coaching app provides the ability for:

- **Communication & Learning/Development Alignment and Focus:**
The values of the Organization and the specific behaviors needed to demonstrate customer focus, corporate citizenship, and communication can be described for sales leaders, sales managers and sales reps alike and development focused on these values.
- **Cascading Strategy & Plans:**
By using a technology platform, business strategy/plans and outcomes can be quickly cascaded, shared, and assigned to give teams and individuals ownership of challenging performance expectations to drive innovation and change.
- **Organization-Wide Assessments to Drive Preferred Behaviors:**
Using a Field-Force Coaching App allows assessment across the organization. Data can be gathered, measured and integrated across the sales population and correlated with actual results. These results then provide leadership with the data needed to recognize and reward the right behaviors and achievements and to drive continuous learning, development and improvement.
- **Integrated HR Systems & Processes:**
The HR systems and processes can be designed to drive the culture and coaching model required rather than be an irrelevance or at worst to damage its delivery.

Significantly

Impact Financial Performance Using these Tips *(cont.)*

By implementing a top-rated **Field-Force Coaching app**, managing culture is no longer a nebulous, pie-in-the-sky goal. Rather, it now becomes a highly attainable goal.

Isn't it time you looked into a Field Coaching technology solution that could work for your company?

The highly acclaimed **acoach technology** is currently deployed in 28 countries, offered in 10 languages, and used by some of the world's leading Life Science companies including: Novartis, Abbvie, Pfizer, and Bristol-Myers Squibb.

Learn how it can help manage culture while improving sales results in your organization.

Schedule an acoach demo today - Call 919-584-8338

The acoach team is committed to raising sales team performance through an innovative and effective coaching environment tailored to your coaching culture.

**Isn't it time you upgraded to the next level
in Sales Performance Coaching?**

If you need further help selecting a Global Field Coaching system to track, manage and report on all Field Coaching activity in one place, please call Atomus at:

919-584-8338.

We are experts in this field and ready to help you achieve success!

Make sales excellence the new sales normal.

Large, light blue curved shapes that sweep across the bottom right of the page, creating a sense of motion and modern design.