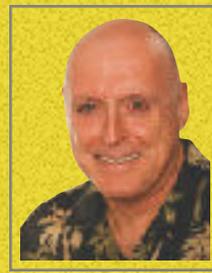


THE EXTRA POINT

BY JERRY ROBERTS



995 Could Culture Be a Problem in America's Workplaces?

CEOs and business owners are, for the most part, a confident bunch. You have to be so if you're going to wear that hat. They feel they have things under control. The last year has been a harsh lesson for many, and the phrase "corporate culture" is being widely discussed. We'll chat that up next, on The Extra Point.

Millions of people left jobs in 2021, and a huge chunk of those abandoned jobs have not been filled.

Is it Covid? Are people afraid to go back to the workplace? Is it that the lockdowns that followed gave people an opportunity to assess their lives, ultimately deciding they wanted to take a different direction?

Was it the stimulus and the unemployment dollars that spoiled workers, causing them to lose the will to work?

Could it be that work itself was a big part of the issue? In Guam, pay and opportunity very often lag behind what workers can find on the mainland. In addition, much less attention is paid to employee development. What, then, can be done to excite and motivate people, and make them want to come to work?

On the U.S. mainland, where those millions of jobs were vacated, corporate leaders and small business owners have rediscovered that term, "corporate culture," coming to grips that it is a problem for many.

Is there another factor? Is the culture of the workplace a problem?

A Deloitte study identified that 94% of executives said they believed that a distinct workplace culture is the key to success. A distinct culture. Wait a minute, haven't they been focused on that for the past 20 years? Didn't they create job titles like Chief People Officer, because

they wanted to be seen as more caring, more dialed into what employees wanted?

Didn't they pay more, didn't they add a flurry of benefits, didn't they bring in foosball and ping pong tables? Didn't they build fitness centers in the building or buy workers annual memberships, free cafeterias with great food developed by nutritionists, and get the hottest Wi-Fi and electronic tools? Didn't they do all that, and much, much more?

"Now wait," you say. "Everybody didn't have all that." You're right. However, for the past two decades, companies have been ramping up spending on employees, trying to find the magical formula to make them want to stick around longer. In 2021, people turned their back on all the goodies, to the tune of millions.

Leaders have been shaking their heads ever since this exodus began. They wanted a fix, a solution. The answer they got wasn't what they were looking for.

The Deloitte research underscored what I've been saying for 25 years, that there is a huge disconnect between what organizations say they are, and what they are. A disconnect between what leaders say they believe is important, and what they actually do.

We'll dig into workplace culture a bit next week, and see if we can offer some useful ideas.

That's the Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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