

OPENING KEYNOTE PRESENTATION

# Turning Vibes into Value: Measuring the ROI of Company Culture - An Essential Workplace Differentiator in 2025

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# State of the Industry

## State of the Industry

- **Acquisitions and Consolidations**
- **Private Equity Ownership & Mega Trends**
- **Political Climate & Federal Contracting**
- **Regional Hotspots**
- **Artificial Intelligence Adoption**
- **Talent Shortages**

# Setting the Stage with Inspiration



# My Story



A close-up, shallow depth-of-field photograph of a hand holding a silver ballpoint pen, writing on a small, white, rectangular notepad. The notepad has some faint, illegible text and a small icon. In the background, another notepad and a silver pen are visible but out of focus. The overall tone is professional and focused.

How would you spend your  
'culture investment'?

”People will forget what you said,  
people will forget what you did,  
but people will never forget  
*how you made them feel.*”

-Maya Angelou

## POLL

**On a scale of 1 to 10,  
how confident are you in your ability  
to quantify your company's culture?**



# Why Culture is Currency



# Culture isn't just a feel-good concept.

Companies with engaged employees achieve **21%** greater profitability than those without.

- Gallup

“Customers will never love a company until the **employees love it first.**”

— Simon Sinek, *Start with Why*



## **BRAINSTORM**

**What does culture mean to you?**

Write three adjectives that describe your current workplace culture.

# Measuring the ROI of Culture



# Think of culture as an asset.

## Inputs

Resources allocated to culture:  
Training, Wellness Programs, Recognition Platforms

## Outputs

Employee Engagement, Retention, Productivity,  
Innovation, Customer Satisfaction

## Return

Improvements in profitability, cost savings,  
and competitive advantage

# Hidden Costs of Neglecting Culture



High  
Turnover



Disengaged  
Employees



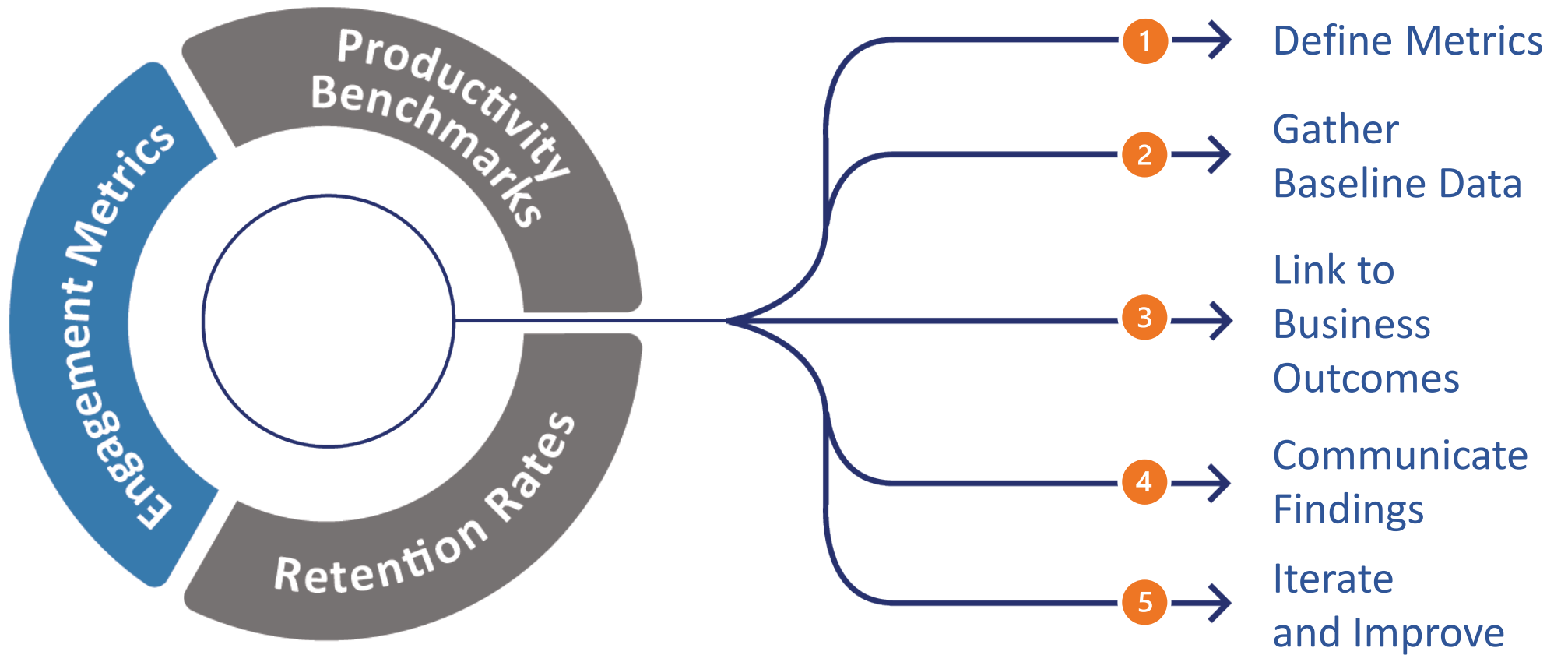
Absenteeism



Poor  
Collaboration



# Culture is measurable.



# Engagement



## 1. Define Metrics

- Measure Engagement



## 2. Gather Baseline Data

- Establish current engagement levels



## 3. Link to Business Outcomes

- Identify how changes correlate with key business metrics



## 4. Communicate Findings

- Use visualizations and humanize



## 5. Iterate and Improve

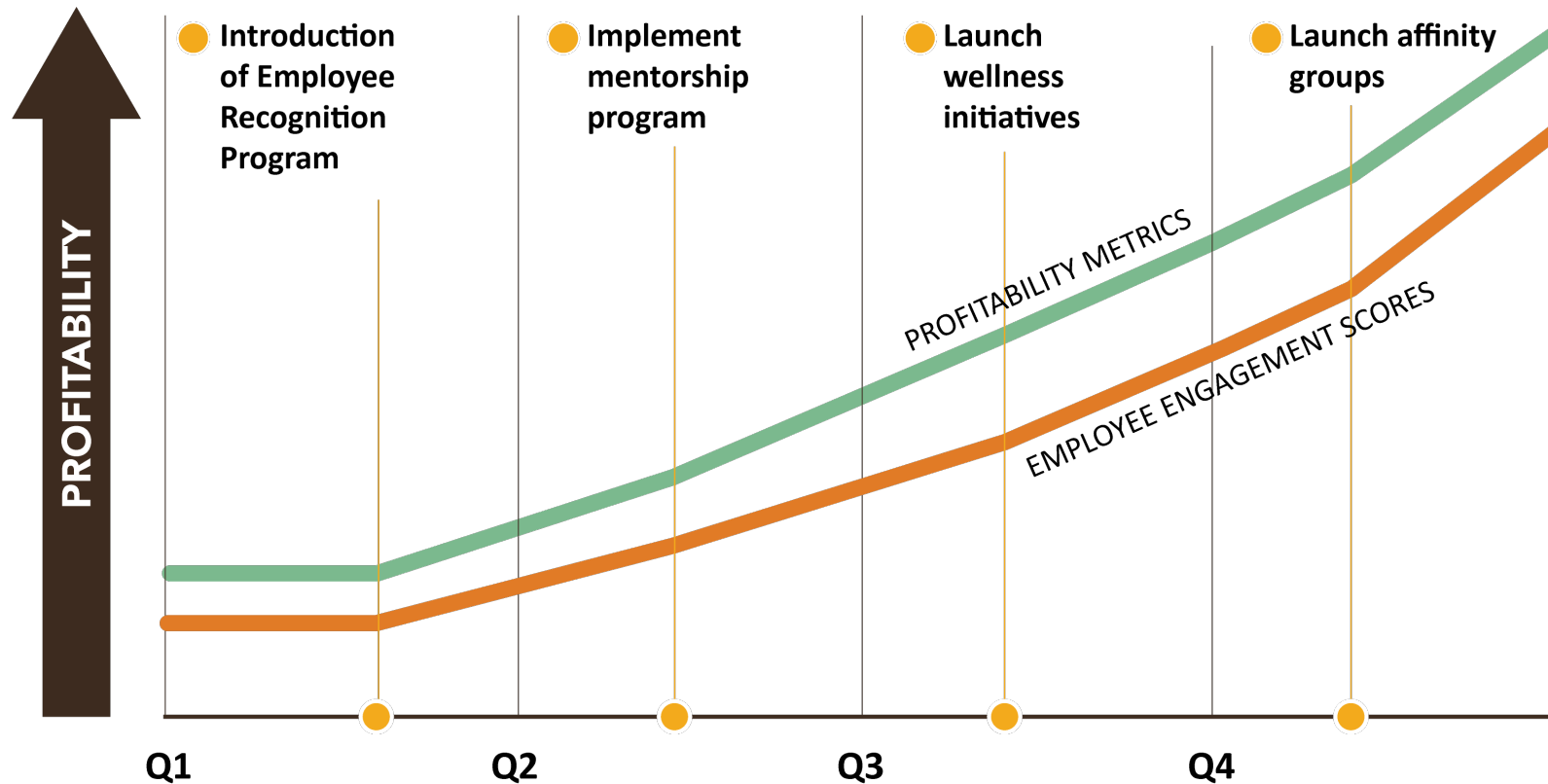
- Test, track and refine





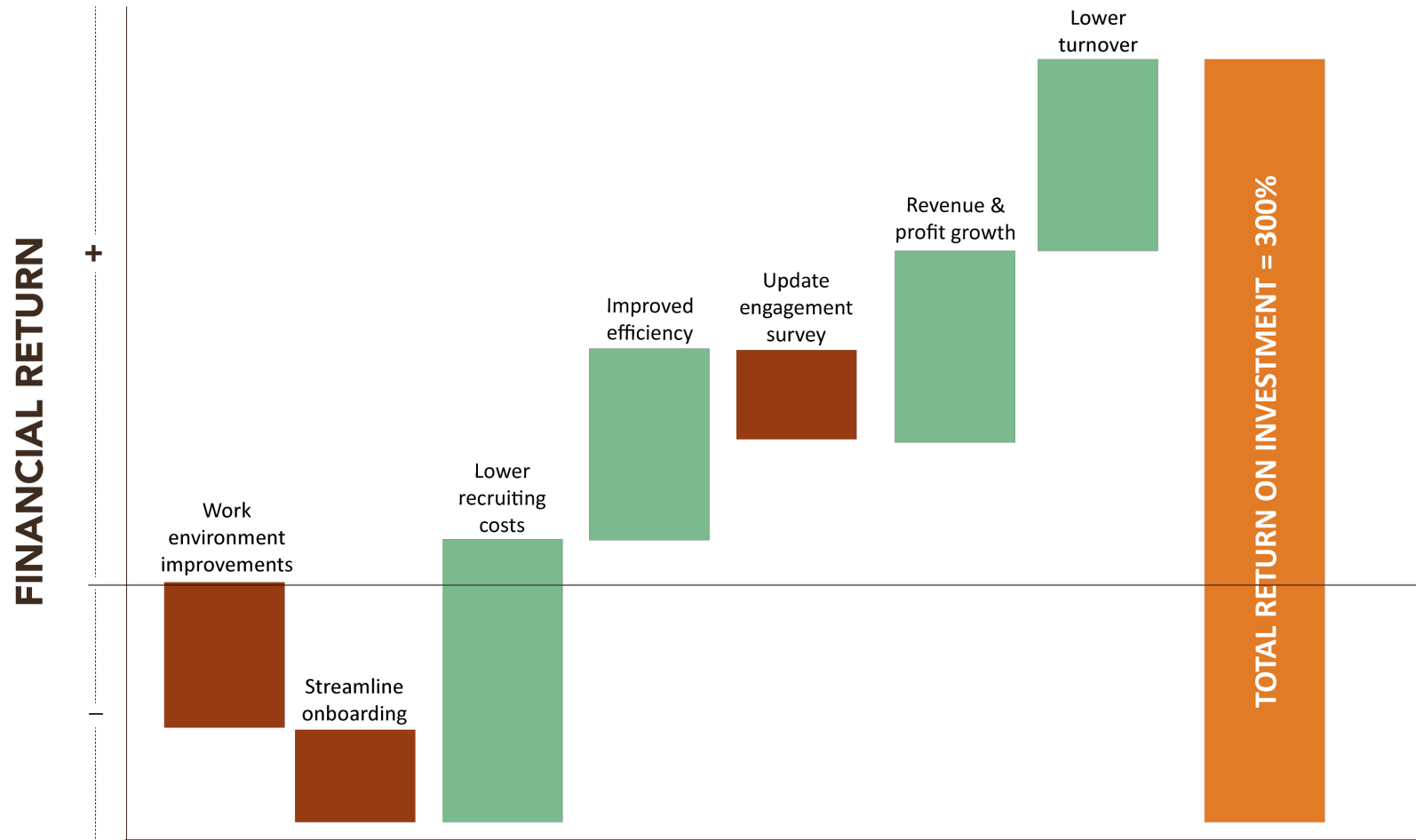
# The Correlation Between Employee Engagement and Profitability

Demonstrates how engagement initiatives directly influence financial success



# Return on Investment for Cultural Initiatives

Shows the financial benefit of culture investments step-by-step



# Productivity



## 1. Define Metrics

- Track and use benchmarks



## 2. Gather Baseline Data

- Look at historical data and collect qualitative feedback



## 3. Link to Business Outcomes

- Correlate improvements with revenue, costs, delivery timelines



## 4. Communicate Findings

- Use heat maps or radar charts to show trends



## 5. Iterate and Improve

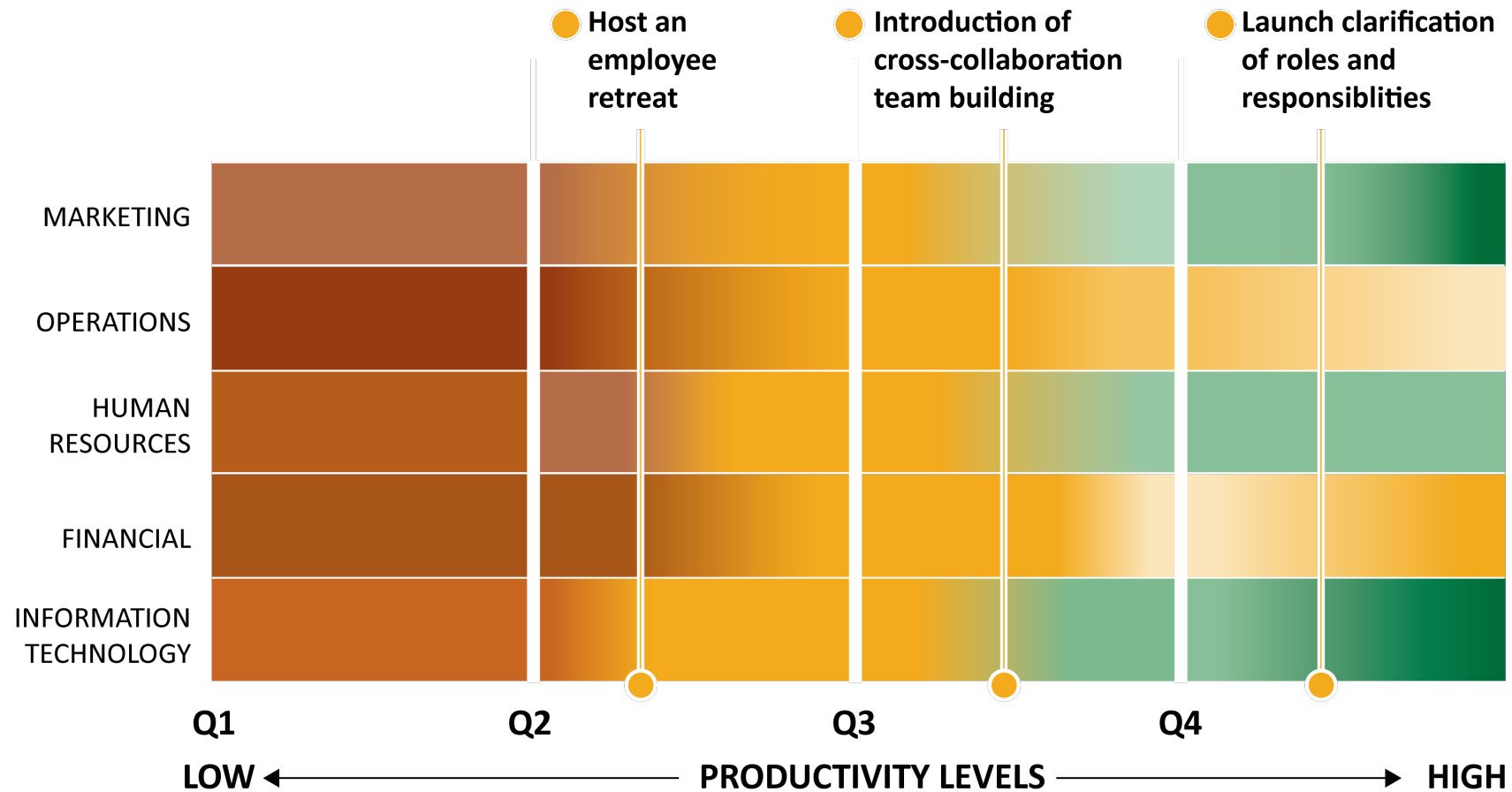
- Pilot new initiatives and monitor





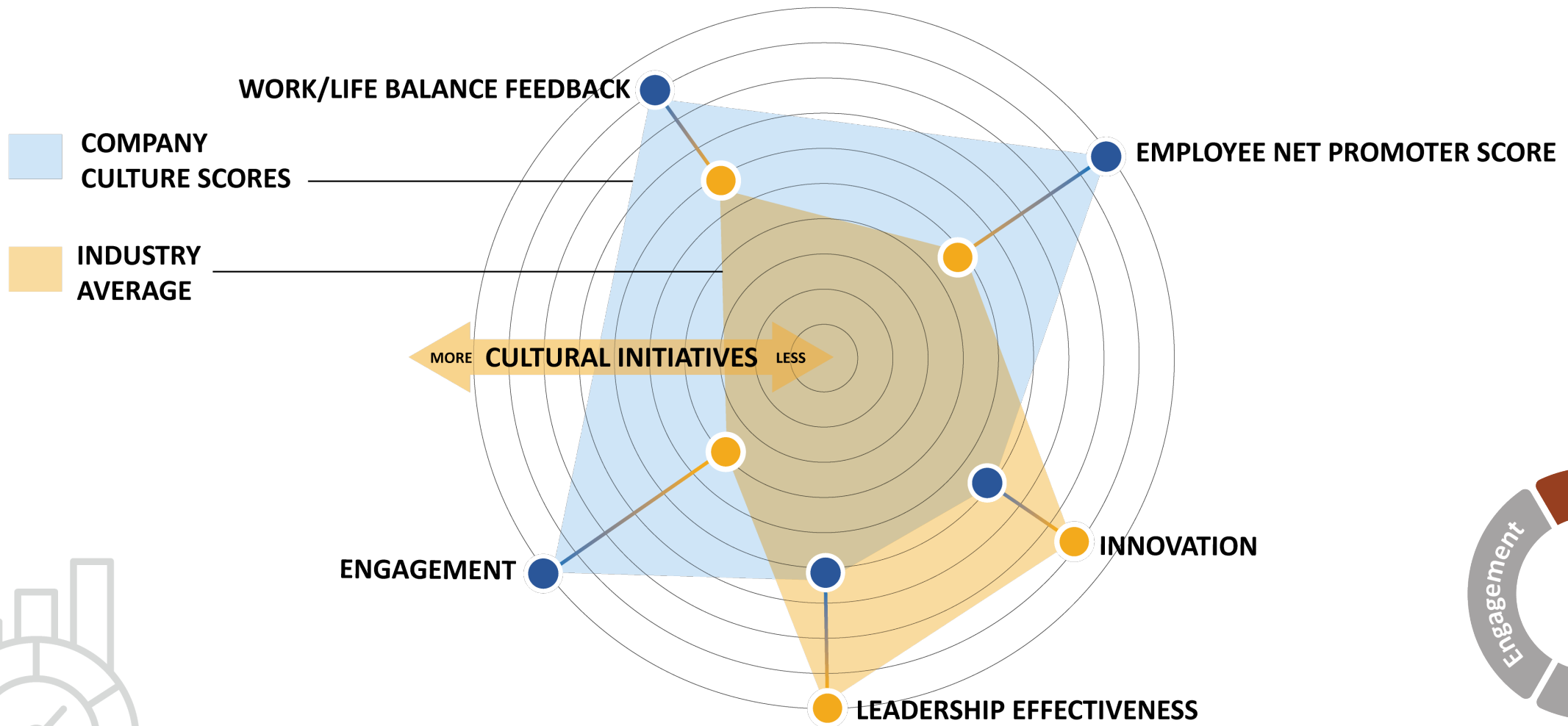
# Team Productivity Trends Over Time

Prioritizing employee well being strategically leads to financial well being



# Cultural Metrics Compared to Industry Benchmarks

Positions your company's culture as a strategic advantage



# Cost of Turnover by Type

## Voluntary

- Recruitment
- Onboarding
- Lost Productivity
- Knowledge Drain

This may signal underlying workplace issues which could have long-term costs

**HIDDEN COST:**  
Losing talent the company wanted to keep

## Involuntary

- Same as Voluntary plus:
- Severance or Legal
- Prior Productivity impact
- Impact on morale

**HIDDEN BENEFIT:**  
Could be viewed as an investment in improving





# Retention



## 1. Define Metrics

- Measure turnover, tenure, and replacement costs



## 2. Gather Baseline Data

- Collect historical and retention data and calculate financial impact



## 3. Link to Business Outcomes

- Demonstrate impact of lower turnover rates



## 4. Communicate Findings

- Use bar charts or scatter plots to compare before and after implementing initiatives



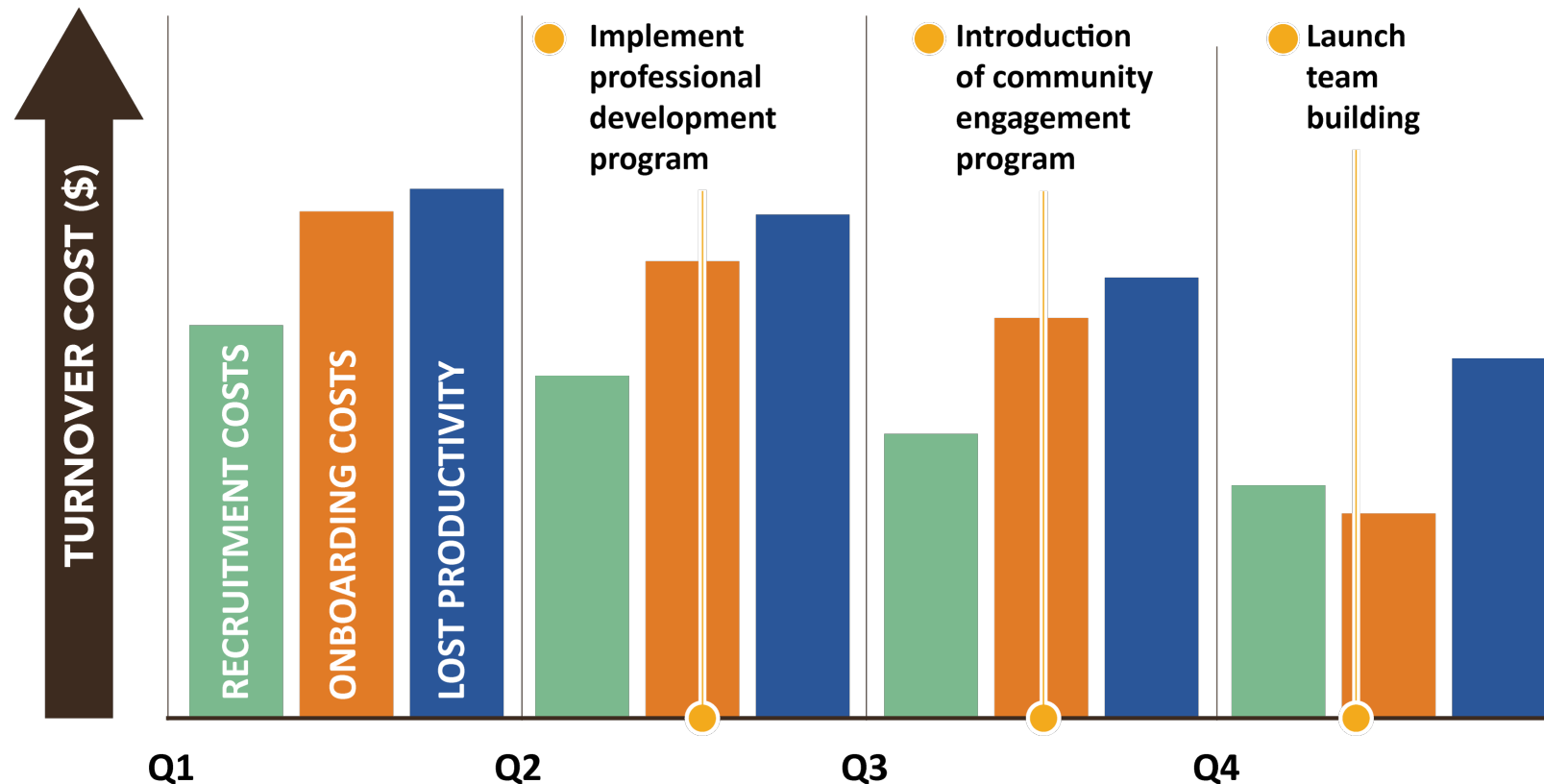
## 5. Iterate and Improve

- Test strategies and adjust



# Cost Savings from Improved Retention Rates

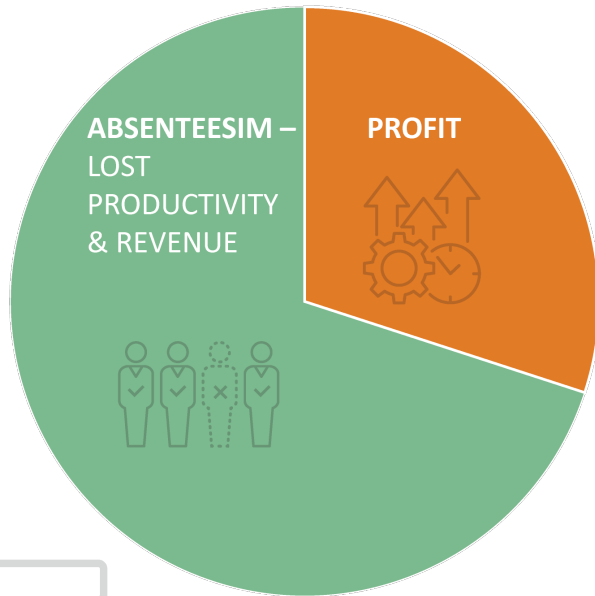
Visualizes financial savings from reduced turnover



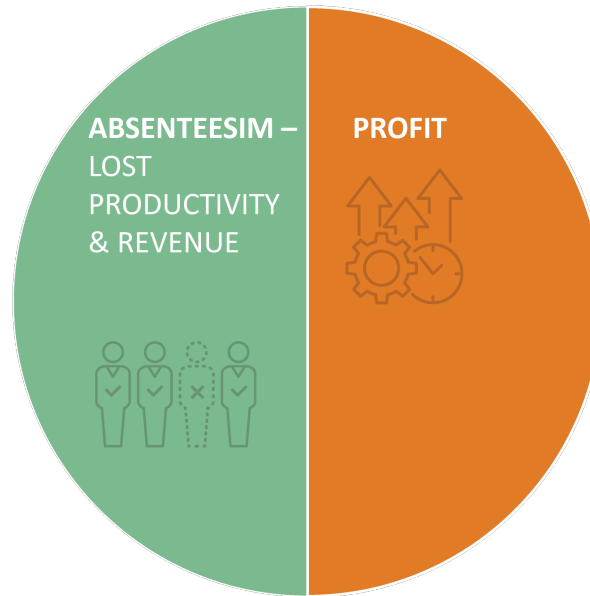
# Impact of Culture Programs on Profit

Prioritizing employee well being strategically leads to financial well being

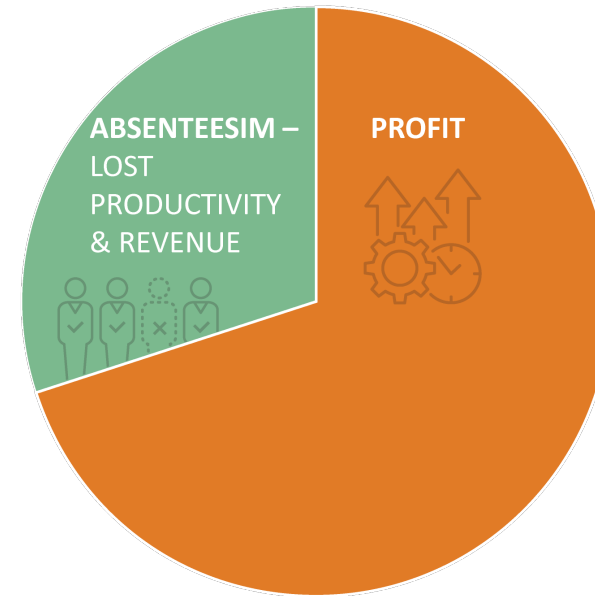
**BASELINE**



**AFTER ADOPTING FLEXIBLE  
WORK ARRANGEMENTS**

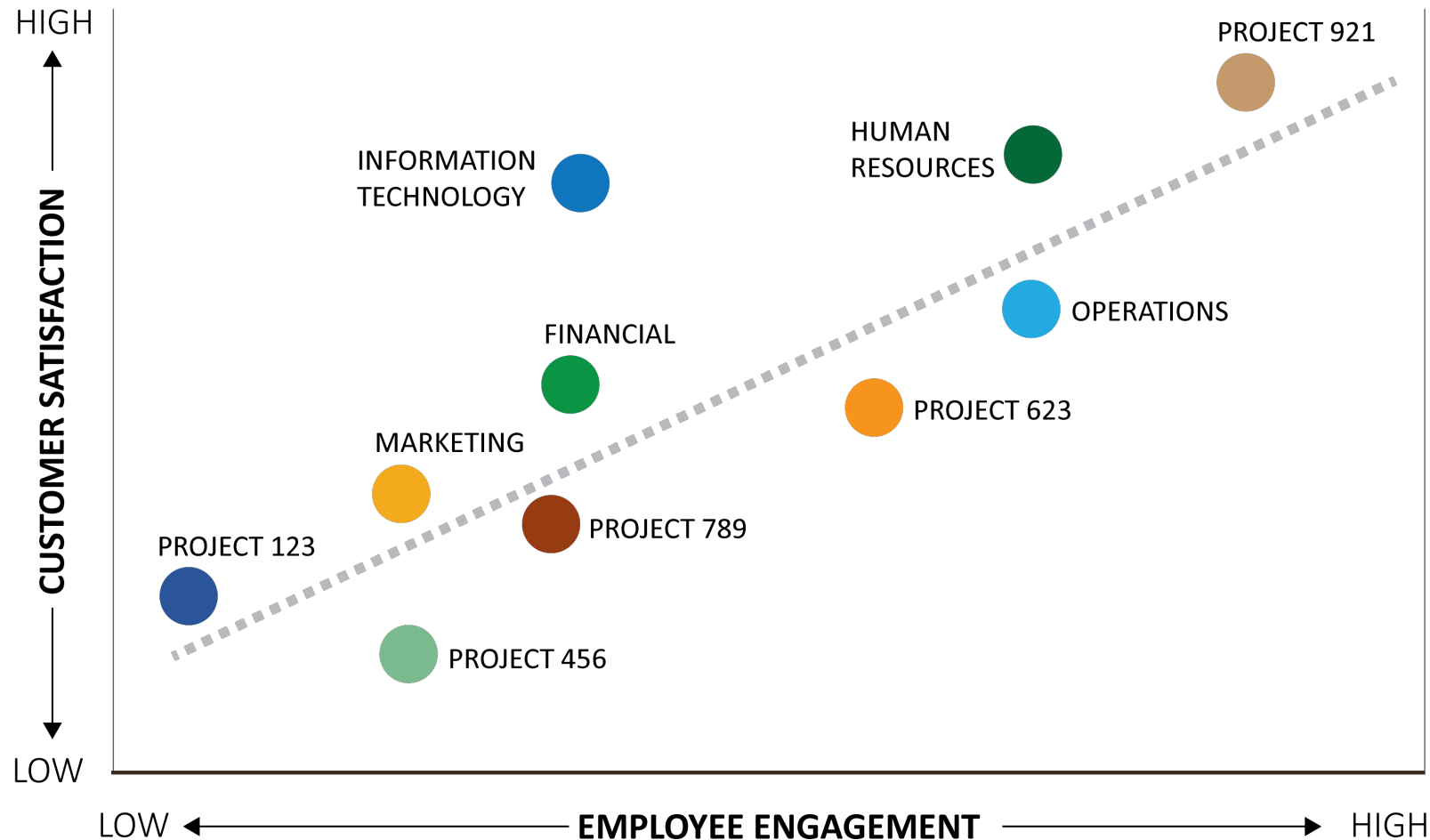


**AFTER ADOPTING EMPLOYEE  
FEEDBACK CHANNELS**





# The Connection Between Employee Engagement and Customer Satisfaction



# Integration into the ROI Framework

- 1 → Define Metrics
- 2 → Gather Baseline Data
- 3 → Link to Business Outcomes
- 4 → Communicate Findings
- 5 → Iterate and Improve

Costs include significant interfacing costs, productivity, and performance and productivity, and system integration, use and how to get organization for needs. operational costs.

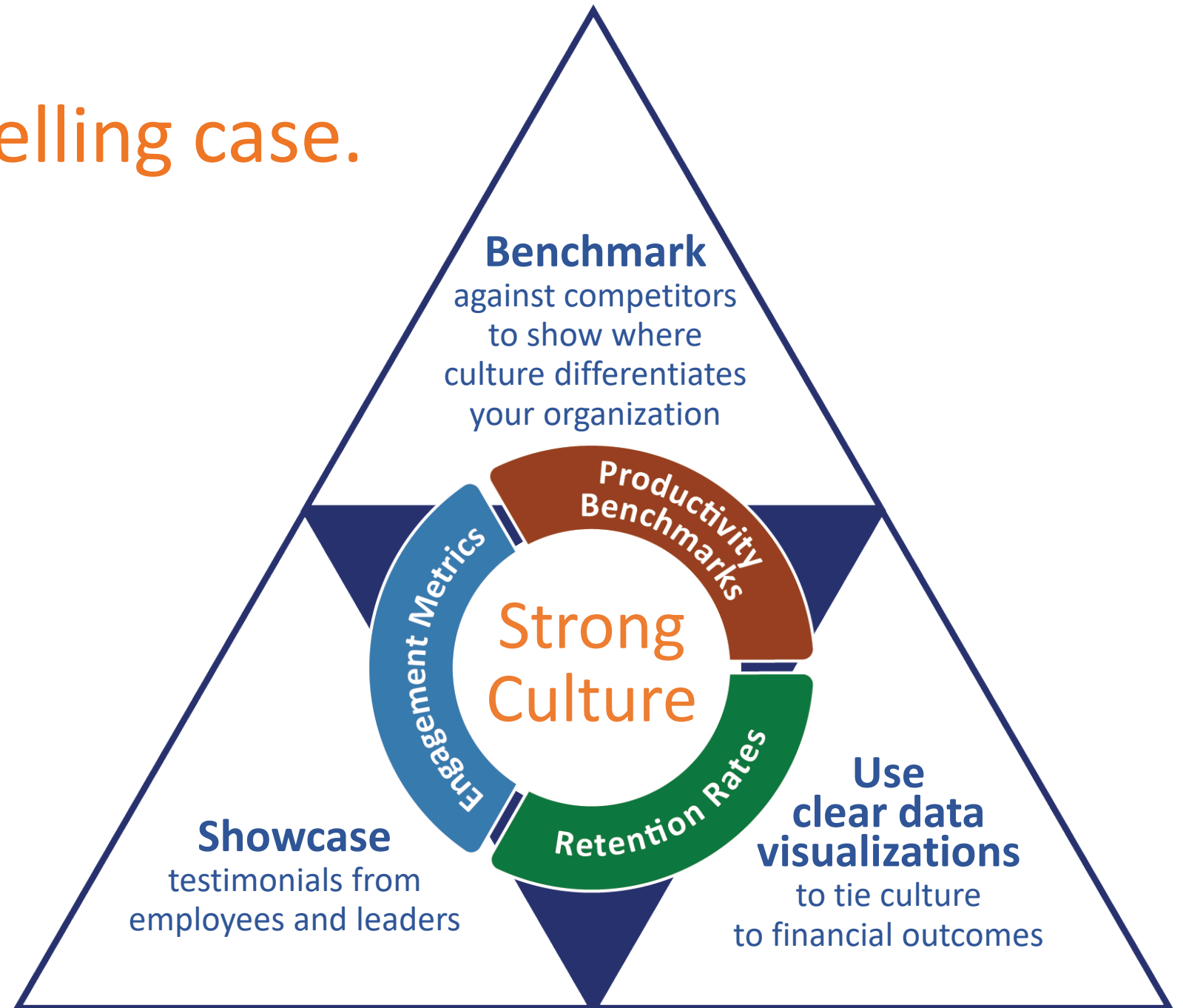
“Culture eats strategy for breakfast.”

-Peter Drucker, *The Effective Executive*



# Making the Case to Stakeholders

# Build a compelling case.



“The single greatest advantage any company  
can achieve is organizational health.  
Your culture is your health score—  
and your competitive edge”

- Patrick Lencioni, *The Advantage*

## POLL

**What challenges have you faced  
in quantifying or defending the  
ROI of culture?**



# Ten Lessons I Learned from Being a Board Member

# 10 Lessons

1. The True Time Commitment
2. The Privilege and Pressure of Stewardship
3. The Weight of Fiduciary Duties
4. Networking and Relationship Building
5. Navigating Group Dynamics
6. Financial Literacy is Non-Negotiable
7. The Role of Chairperson
8. The Board's Role in Crisis Management
9. The Growing Importance of Cybersecurity Oversight
10. The Importance of Corporate Culture

[illegible]

– *Stephane Nappo*



From Vibes to Value

Q&A

“The most important thing in communication  
is hearing what *isn't* said.”

- Peter Drucker