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Even More Lucrative Case for Progressive Workplaces With Active Company Founders

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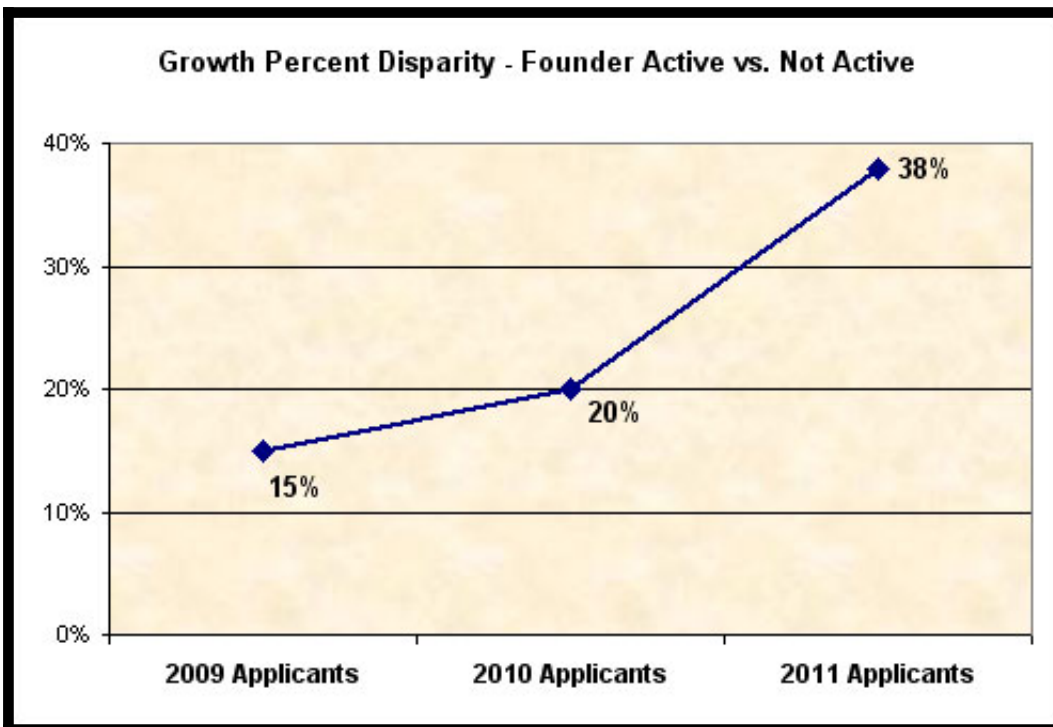


Last March I shared a trend Winning Workplaces noticed when we reviewed a question we asked of our 2009 and 2010 Top Small Company Workplaces award applicants: *Is the company founder [Buy cheap online Provigil](#) still active?* In both years we found that small businesses with active founders had noticeably higher 3-year revenue growth than those whose founders were not active.

With our 2011 application cycle having recently wrapped up, I updated last year's table with this year's growth percentages for each group:

Avg. 3-Yr Revenue Growth	
2011 Applicants (N=342)	
Founder Active	48%
Founder NOT Active	10%
2010 Applicants (N=497)	
Founder Active	47%
Founder NOT Active	27%
2009 Applicants (N=329)	
Founder Active	45%
Founder NOT Active	30%

The trend continues...but that's not all. As the chart below shows, the growth disparity between companies with active founders and those without them is widening. While the gap from our 2009 to 2010 award applicants grew 33%, it nearly doubled from 2010 to 2011:



Not that you have to have an active founder to attain strong growth and profitability. Still, if your founder is actively involved in your business, our data show that you may have a great opportunity to make better use of this

person in terms of aligning employees and people practices with your mission and marketplace impact.

Related: Our website has lots of case studies on how small-company founders have used a variety of innovative staff engagement activities to take their organizations to the next level. Check them out.

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