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Doing Small Things for Employees Can Lead to Big Company Results

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am continually amazed by the huge increase in workplace team building, camaraderie, productivity, and ultimately profits that business leaders can enjoy [Cheap Cialis](#) by doing small, workplace culture-specific things for their employees.

In an industry with historically among the highest turnover rates – hospitality – Winning Workplaces has reported on several restaurants that have grown competitive advantage largely by following this approach. These include Emmett's Tavern & Brewing Co. in Illinois and Union Square Hospitality Group in New York.

Without a doubt, Zingerman's Community of Businesses in Michigan fits this bill (pun not intended even though we're talking about restaurants). From when we wrote our Profile of Success on the collective enterprise back in 2003, to 2010, CEO Ari Weinzwieg managed to grow his seven Ann Arbor-based businesses 185%. (Paula Gardner details their milestones and notes their revenue last year of \$37 million on [AnnArbor.com](#).)

As we covered here on our blog, Inc. Magazine included some of the employee engagement best practices Weinzwieg uses as part of its recommended "ultimate business tune-up" tips list in an early 2009 issue. As is the case with the other above-mentioned firms, at the end of the day practices like these are effective not just because they show leadership respects employees' commitment, but because they're inclusive and indicative of a well-thought-out, strategic company vision.

As it happens, Weinzwieg will be speaking on how creating a vision of the company you want makes good business sense as part of our Leadership Conference with Inc. in Dallas, Texas, June 15-17, 2011. Attendees will find value in learning about, and adapting for their organizations, his step-by-step guide to imagining – and then creating – success.

Go here to see the current and evolving agenda for this event. Register at the early bird rate through May 6.

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