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**For Greater Revenue and Profits,
Incorporate People-Powered Performance
Improvement Into Your ...**

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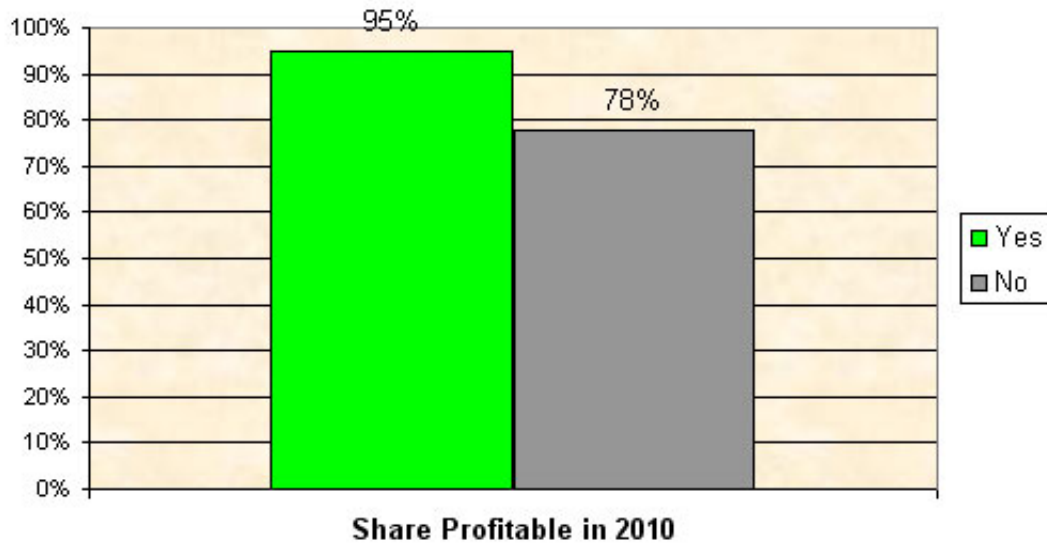
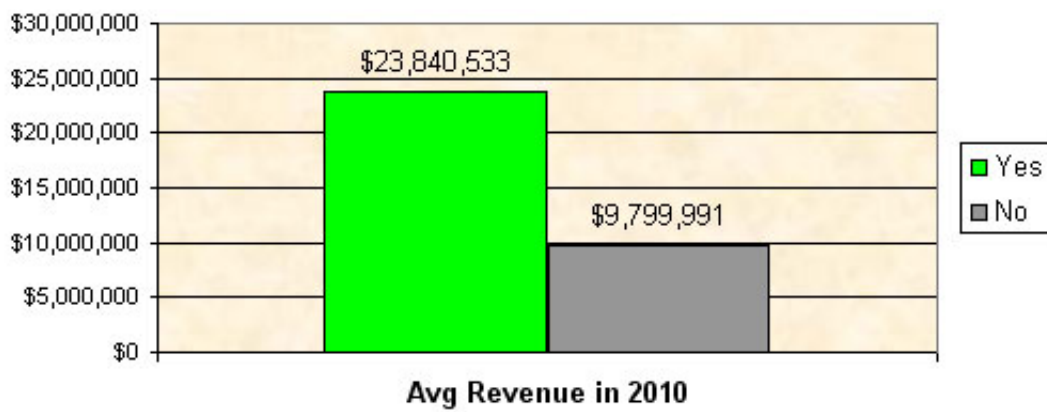


Among the nearly 350 small and midsize organizations that applied for our 2011 Top Small Company Workplaces award earlier this year, 96% have a strategic plan. No surprise there, right? (In fact, I find it more surprising that in this tough economy, 4% are getting by *without* one.)

However, when I looked at the vast majority that do have a strategic plan guiding their customer service, sales/marketing, technology, and other investments, I found a big divide in revenue and likelihood of being profitable between those whose plans go *further* and include a strategy for improving company performance specifically through their employee engagement, workplace team building, and other people practices – and those whose do not.

Check out the charts below:

Does your strategic plan include a strategy for improving company performance through its people?



I wanted to bring this to your attention since our 2011 small-workplace award application was the first to dig deeper and ask about people-powered performance as a key element in company strategic plans. This is further evidence that investing in your workplace makes business sense (as opposed to merely increasing employee satisfaction).

Does *your* firm's strategic plan rely on people-powered performance improvement? I'd love to hear about your experience, including lessons learned.

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