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# **Fall Event Speaker News: Jeffrey Hollender Cited in HuffPost Re: Payoff of Employee Engagement**

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I like to reference this statistic that appears on our website when I see folks challenge the notion that there is no payoff of employee engagement:

*From the period of 1998 to 2006, the stock of the companies identified in FORTUNE Magazine's "100 Best Companies to Work for in America" list outperformed that of the Standard and Poor's 500 by over 230 percent.*

This 2007 study was cited earlier this month in an article by executive coach Debbie Robins on *The Huffington Post*. Since there has been a discussion lately in the business press on whether CEOs should be authentic and swear at work if they feel so inclined, Robins makes the case that these leaders should add one more 4-letter word to their communications bag, but not a profane one: love.

"Fear based, top down cultures aren't going to cut it anymore. People want to connect. They want to be a part of a community. They want to feel loved," she writes. This is where Jeffrey Hollender – a Winning Workplaces Best Boss and a headlining speaker for our October 27-29 event with Inc. Magazine in Denver – comes in.

The highly successful company Hollender co-founded, Seventh Generation, became a small business success story and household name – *and* outperformed the S&P 500 – largely by hiring the right people and creating an inviting, inclusive workplace [Cheap Cialis](#) culture within a flat organizational structure. It's a recipe for success that has been copied (to the extent that any culture strategy can be duplicated) by most of our award-winning small and midsized businesses.

**For leadership insights on everything from growth strategies to stronger team building for a more productive workplace, don't miss the Inc. Leadership Conference.**

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