



RISE UP FOR YOU

How to Effectively Enhance Your Company's Culture

2019- PREPARED BY NADA LENA NASSERDEEN, MA

949-229-0208

riseupforyou.com/riseuprealdevelopment

nln@riseupforyou.com

US BUSINESSES LOSE UP TO \$300 BILLION DOLLARS YEARLY DUE TO WORKPLACE STRESS

Did you know that last year, over 3.5 million Americans quit their jobs every month? More than half of the workforce say they don't feel connected or fulfilled at their jobs, and twenty percent said that they are flat out miserable.

Today, individual well-being is at an all-time low coupled with dissatisfaction in the workplace. There seems to be a constant push and pull between companies, leaders, and their people. People want more from the companies they work for and companies want more from the people they hire.

As a result of this, US businesses lose up to \$300 billion dollars yearly due to workplace stress and billions more when it comes to people's problems. Problems such as conflict resolution, communication, poor leadership, the list goes on! So how do we effectively enhance well-being and company culture amongst our society and workforce? How do we create a handshake?

Rise Up For You works daily towards enhancing company culture and supporting personal and professional development. Our research shows that there are three positives steps that make the most impact to effectively enhance company culture and your people.

What we're seeing is confusion between company culture and cosmetic culture. A company that is full of bean bags, yoga, and bagels on Monday. But if we really want to see the change we have to invest in a sustainable solution for all people.



**CONTINUOUS DEVELOPMENT OF SOFT SKILLS:**

Continuous development of soft skills or people skills is the first step to this sustainability and true growth. When we collaborate with CEOs across the US the top challenges we see all come down to the people; stress management, emotional intelligence, leadership, and the overall employee experience. People bring their pain and challenges to work. We see more investment in sales and business strategy but the people skills are essential to maximizing this training. We need to teach confidence to make the sale, emotional intelligence to effectively lead.

Now I know what you're thinking, "We just don't have the time and how do we know these soft skills will work?" The truth is you're spending triple the time, energy, and money mitigating these problems. Why not invest the time, energy, and money in prevention? In addition, soft skills can be quantified if the proper time is allotted. A 90-minute lunch and learn is not going to solve all of these challenges. It takes time, repetition, and in-person connected learning, starting from the top with the CEO to the entry-level position. Over time, three to six months recommended, soft skills become quantifiable because there is enough data and time to see the benefits and results.

CORPORATE SOCIAL RESPONSIBILITY:

In an interview with Micheal Viking, the CEO of the World Happiness Institute in Denmark, I asked him, "how do people increase their happiness and level of fulfillment?" His answer was clear, "bring happiness to others to bring happiness to yourself." Corporate social responsibility is the second key element that allows companies to bring their people together through giving back to their community and nonprofit organizations that could use support. This isn't about cutting a check, but about showing up to a foster home to mentor the children, serving breakfast at a homeless shelter to give back to the less fortunate, and/or donating your time to others who need it. CSR provides purpose outside of the job description and creates camaraderie amongst your team.

PEOPLE BEFORE THE PRODUCT

When I was 27 years old, I was at work and I got a phone call from my brother telling me that our father had just passed suddenly from a heart attack. We were in our busiest season during the holidays and the COO and my leaders at the time stopped everything and drove me to the hospital to support my family and I. They then sent thirty five singers to sing at my fathers funeral to honor him. A few years later when I was 31, my mother was suddenly diagnosed with stage four cancer. For the next 11 months those same leaders blessed me with the opportunity to work remotely so that I could stand by my mother. She unfortunately passed away. Again, the company sent thirty five singers to sing at the funeral and honor my mother.

My leaders at the time and the company put me first. They did whatever it took to help support me while maintaining any projects I had under my direction. They understood that putting people before the product enhanced not only the product, but the performance, and the profits. They were right because as an employee I put them first.



We talk a lot today about work-life balance but the reality is our work is apart of us and we apart of our work. Companies and people all have the same common denominator, we exist in a world that is constantly changing financially, physically, technically, and emotionally. When companies and their people create a handshake with one another, they create a handshake with humanity.

**Nada Nasserdeen, MA**

Helping companies enhance their company culture and develop their people. Corporate Trainer, Leadership Development and Confidence Coach, Speaker, and Founder of Rise Up For You