



Winning through a modern enterprise and culture

HR & CFO marriage

"Our voice is to bring Renewable Energy to life"



- The top companies to work for
- Identify the desired culture and manage change with measurable behaviour
- Speaking in terms that engages the CFO
- Embracing change and disruption
- Communication, accountability and transparency

Five insights to discuss – one size does not fit all.

The 100 Best (US) Companies to Work For

- Google is the No. 1 place to work for the eighth time in 11 years. This is the twentieth anniversary of *Fortune's* list, and 12 companies have made the cut every year, including
 - Publix
 - REI
 - Goldman Sachs
- There are also five newcomers: Pinnacle Financial Partners, SAP America, Delta Air Lines, Methodist Le Bonheur Healthcare, and AT&T.

Who leads the charts (Ref Fortune, US)

1. Trust in Co-workers/colleagues
2. Trust in managers and leadership
3. Flexible benefits that are relevant to staff and therefore valued
4. Employer brand

What can improve?

Disparities between frontline staff, with race, religion, gender, full time or part time etc.

As social divisions widen....

The research shows enhanced

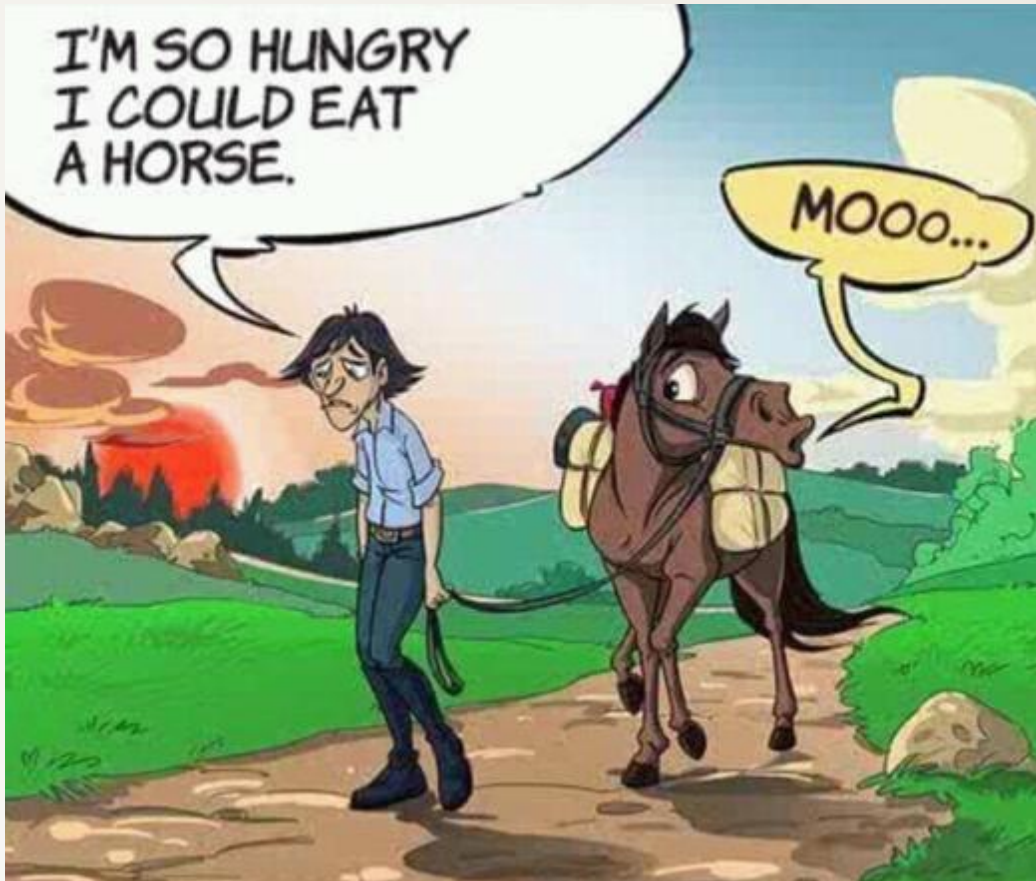
Engaged workforce

Revenue growth : 3 times the growth if in the top and opposed bottom quartile of trust (point 2)

Profitability

Share performance

What distinguishes the leaders



- Culture eats structure
- Recognition eats reward
- Execution eats strategy

Culture change through measureable behaviour

- You can't manage what you can't measure
- The fact and just the facts (i.e. financial ones)
- Show me the numbers and that they reconcile to mine
- Move away from being a cost centre to a business enhancer
- Statistics, strategic people planning and looping
- The CFO will hate the black box!

My CFO does not understand...

Encourage disruptive ideas and challenge staff in a managed environment



Disruption is healthy and fun – when managed



Old fashioned communication and leadership

Rupert Purser, CEO
Gereord Limited

rupert@gereord.com
www.gereord.com



Thanks for listening