

**Developing and Maintaining a Strong
Company Culture—Pre- and Post-Investment**

Tom Gimbel
Founder and CEO
LaSalle Network

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LASALLE NETWORK



**WORKFORCE
INSIGHTS**

DEVELOPING & MAINTAINING A
STRONG COMPANY CULTURE PRE AND
POST-INVESTMENT

Tom Gimbel
Founder and CEO, LaSalle Network

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AGENDA

- ☰ **WHAT TALENT WANTS**
- ☰ **WHY CULTURE MATTERS**
- ☰ **WHAT DRIVES CULTURE**

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WHAT THE CLASS OF 2023 WANTS

LaSalle Network collected data from 2,500 2023 graduates:

- Top qualities they're seeking from employers:
 - Career growth opportunities
 - Company culture
 - Benefits
- Top benefits they are seeking:
 - Insurance coverage for therapy
 - Medical coverage
 - Flexible Spending Accounts

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WHAT THE CLASS OF 2023 WANTS

- Top motivators:
 - Job security
 - Compensation
 - Meaningful or challenging work
- Top perks they are seeking:
 - Flexible hours
 - Gym reimbursement
 - In-office perks

Only 4% want to work remote full time

WHY CULTURE MATTERS

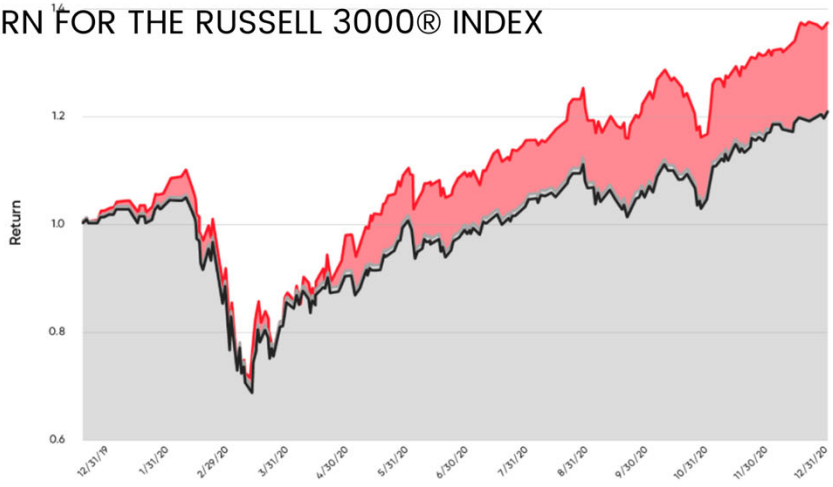


“100 BEST INDEX” OUTPERFORMED THE BROADER MARKET BY 16.5% IN 2020, RETURNING 37.4% COMPARED TO A 20.9% RETURN FOR THE RUSSELL 3000® INDEX

Cumulative Return 2020

In 2020, the 100 Best Companies to Work For® outperformed the market by 16.5%

- 100 Best
- Russell 1000
- Russell 3000





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☰ WHAT DRIVES CULTURE

COMMUNICATION & TRANSPARENCY

- 1:1 TIME WITH LEADERS
- TWO-WAY TRANSPARENCY

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☰ WHAT DRIVES CULTURE

LEARNING, GROWTH & DEVELOPMENT

- TRAINING/LEARNING OPPORTUNITIES
- COACHING IN THE MOMENT
- MENTORSHIP

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☰ WHAT DRIVES CULTURE



CONNECTION TO TEAM CONNECTION TO LEADERSHIP

WHEN EVERYTHING IS NEUTRAL,
COMMUNICATION AND CONNECTIVITY STAND OUT

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3e Management™

<h3>EDUCATE</h3> <ul style="list-style-type: none">• Internal + external training• Transparency/open-door policy• Mentorship	<h3>EMPOWER</h3> <ul style="list-style-type: none">• Allow employees to be creative• Allow employees to fail• Give employees autonomy to make decisions	<h3>EMPATHY</h3> <ul style="list-style-type: none">• What was it like to be an employee?• Personal and professional balance• Fears, hopes, dreams
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≡ LEADERSHIP

When was the last time you asked them:

- How they do their job
- How they view other areas of your operations
- How you can better support them
- What the most menial thing they do is

Employees want leaders who they can learn from
and leaders who appreciate them.

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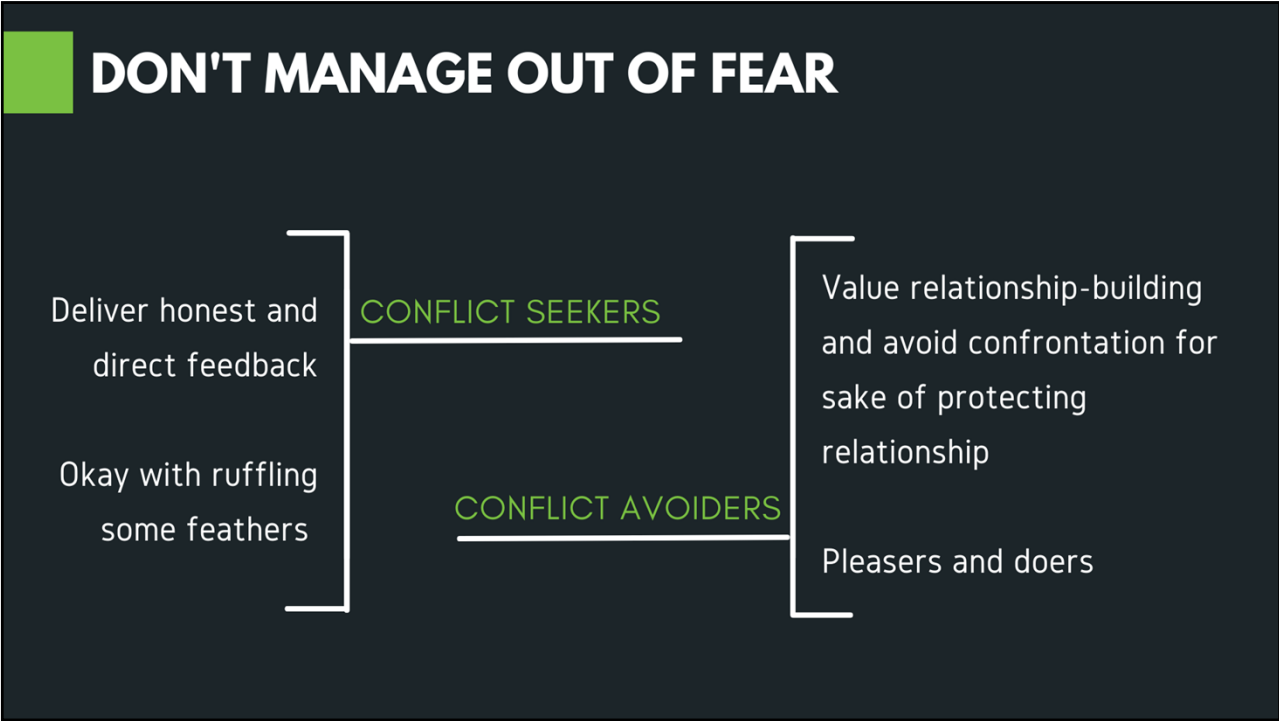
EMPLOYEE MOTIVATORS

- Personal development
- Acknowledgement and respect
- Camaraderie and fun
- Increased responsibility and challenge

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SHOWCASE POTENTIAL CAREER PATHS EARLY & OFTEN


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~~Employee~~ Burnout
Human Being

**MANAGING
BURNOUT**



- Your staff's burnout
- Your burnout
- Know when to give your people a hug and when to push

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RECRUITING

RE-RECRUITING

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Questions?

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