



Becoming an employer of choice means using company culture as a competitive advantage!

Culture is Your Competitive Advantage

August 17, 2021 | 9:00am-3:30pm

North Central PA Launchbox - Powered by Penn State DuBois
 2 E Long Avenue, DuBois PA

Manufacturers in the region talk about the difficulty finding employees who have a great work ethic, who want to come to work every single day (or even stay the whole day) and are productive. All companies are competing for the same talent pool, and company culture can be your competitive advantage! Culture is based on the beliefs and behaviors that determine how employees interact with management, coworkers, customers and others.

There are employers who rarely advertise job openings and have a waiting list of potential qualified candidates. These companies have become known in their communities as an employer of choice. During this one-day interactive session, you will understand how companies train, develop, encourage, impact and lead their teams to success and develop a plan to begin your own company cultural change.

Learn the five best practices to improve company culture and become an employer of choice:

Provide basic training: Your company culture is based on continuous improvement.

Develop people: Good communication allows individuals and teams to have meaningful roles.

Encourage teamwork: Together we thrive.

Impact others: Create impact in your team—and in your community!

Strengthen leadership: Leadership is helping people reach their potential.

According to a Gallup Survey, across all U.S. industries...

- 52% of employees are not engaged or inspired at work
- Companies with engaged employees outperform those without by up to 202%
- Highly engaged employees are 87% less likely to leave their jobs than their counterparts.
- Peers and camaraderie are the #1 reason employees go the extra mile

Instructor: Susan Hileman, NWIRC Strategic Business Advisor and CRP Program Manager

Susan R. Hileman has been a Strategic Business Advisor since 2006, and currently manages the regional COVID-19 Recovery Program. She is a certified speaker/trainer/coach as part of the John Maxwell Team and trained in Maxwell DISC Behavioral Assessments. Susan has degrees in Business Management and Speech Communications from Clarion University and is a Masters' degree candidate in Organizational Leadership as well as a veteran of the U.S. Air Force.



Cost - \$249

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**For more information or to register: www.nwirc.org/events
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