



CULTURE IS THE BRIDGE BETWEEN HUMAN DIGNITY AND BUSINESS RESULTS

Culture.

THE STRATEGY THAT FUELS PROFITABILITY

Great leaders don't choose between people and profits. They build a culture that elevates both.

CULTURE • COMPENSATION • BENEFITS • COMMUNICATION

Culture is a measurable driver of financial results

Decades of rigorous research confirm the culture-to-profit connection. The organizations that outperform their peers treat culture as a business driver, not an HR slogan.

3.5×

higher stock returns in
high-trust cultures

Great Place to Work Institute

5.5×

faster revenue growth

Great Place to Work Institute

23%

higher profitability in the
most engaged teams

Gallup, 2024

85%

of employees give extra
effort at great workplaces

Great Place to Work Institute

- *A rare ethical decision that serves every stakeholder: performance and profitability rise while daily life improves for employees and their families.*



Culture is a business strategy, not merely a value statement on a wall in the lobby

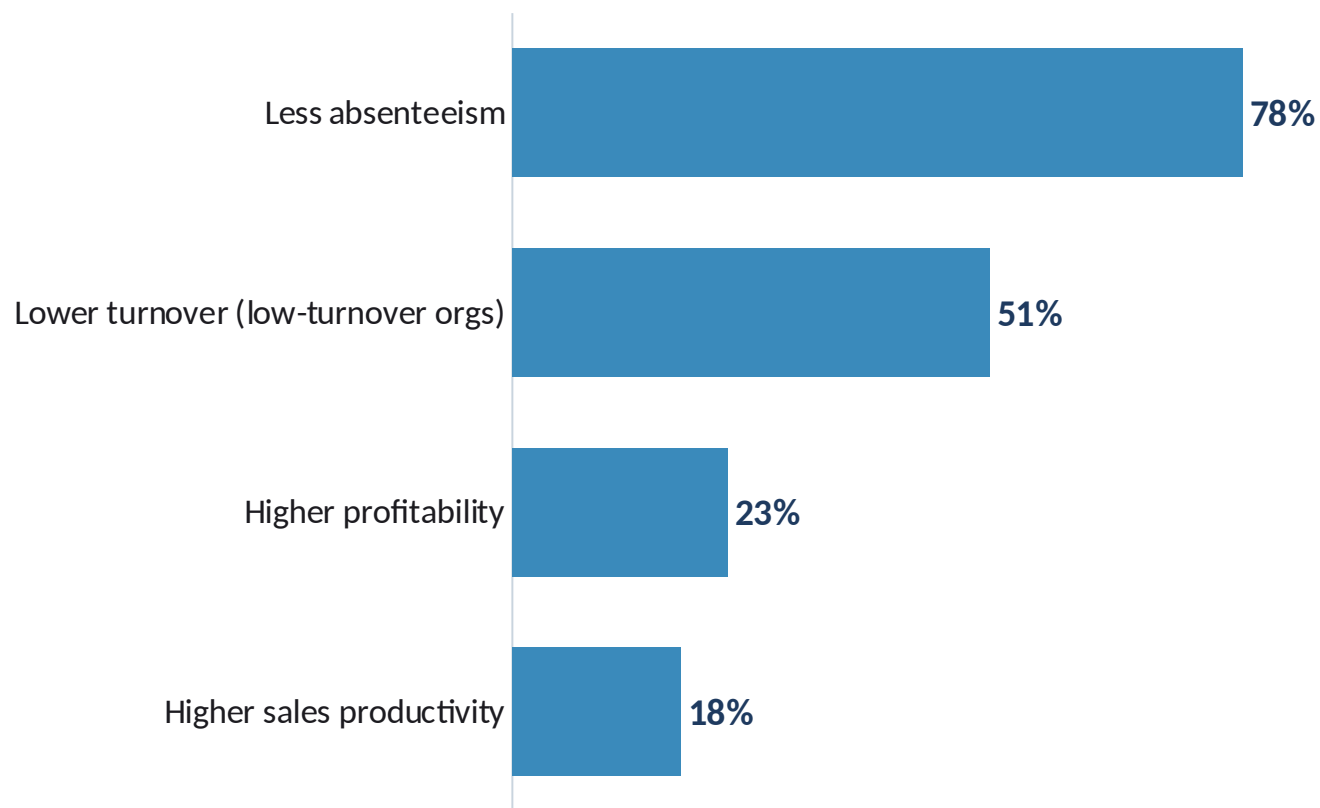
KEVIN KENNEMER · FOUNDER & PRINCIPAL CONSULTANT

“The culture of any organization is shaped by the worst behavior their leaders are willing to tolerate.”
— Gruenert & Whitaker

THE RESEARCH IS CLEAR

Engaged teams win on every line of the P&L

Top-quartile vs. bottom-quartile engagement



0.5–2×

the cost of replacing a single employee, as a share of that person's annual salary

Aligning culture, compensation, benefits, and communication is more than an HR expense. It is one of the highest-return investments a leadership team can make.

Source: Gallup Q12 meta-analysis, 2024 – 183,000+ business units, 3.3 million employees

Four disciplines. One strategy

01

Culture

Your number-one advantage. Built on trust, great workplaces drive engagement, retention, and performance.

02

Compensation

A base and incentive structure grounded in market data that employees see as competitive, fair, and equitable.

03

Benefits

Programs that support employees and their families while managing cost and complexity.

04

Communication

Engaging digital and video communication that tells the good news about total rewards.

■ *A strong culture reduces the pressure on pay and benefits to carry attraction and retention alone.*

Culture and compensation

01 Culture

Identify what drives your culture and what holds it back, then execute a roadmap that turns those insights into a thriving, high-performing workplace.

- Culture assessment and leadership interviews
- Leadership alignment on shared values
- A roadmap of daily behaviors that reinforce purpose

02 Compensation

Develop a competitive, equitable pay system that attracts and retains top talent and motivates discretionary effort.

- Market benchmarking by role and industry
- Best-practice plan design
- Incentive plans tied to performance

Benefits and communication

03 Benefits

Review and recommend benefit programs that support employees and their families' well-being and build lasting loyalty.

- Market-based review of the full benefits suite
- Program recommendations and vendor fit
- Implementation planning for smooth adoption

04 Communication

Clear, engaging communication that helps employees understand and value their total rewards.

- Innovative communication that grabs attention
- An ongoing, year-round communication cadence
- A message that attracts the best talent

■ *Independent by design: LifeatWork is not a broker. Guidance on benefit plans is executive-level and unbiased.*

Discover · Design · Deliver

01

Discover

Interviews, diagnostics, and data to understand where culture, pay, benefits, and communication stand today.



02

Design

A tailored roadmap and plan design built around your organization's goals, budget, and culture.



03

Deliver

Implementation guidance, support, and ongoing measurement to keep results on track.

What changes when culture becomes a strategy



Business & financial performance

Stronger long-term returns and higher revenue per employee



Talent attraction & retention

Lower voluntary turnover and reduced hiring costs



Engagement & productivity

More discretionary effort and less absenteeism



Culture, trust & leadership

Higher trust, clearer communication, stronger teamwork



Employee well-being

Lower burnout and better work-life balance



Customer & market impact

Higher customer loyalty and a stronger brand



Innovation, agility & growth

Faster problem-solving and more idea-sharing

Culture isn't a soft initiative. It's an operating strategy.

Every investment in culture pays off two ways

The financial decision

- Higher revenue per employee
- Lower voluntary turnover and hiring costs
- Stronger, more resilient performance in uncertain times
- Engagement that shows up on the P&L

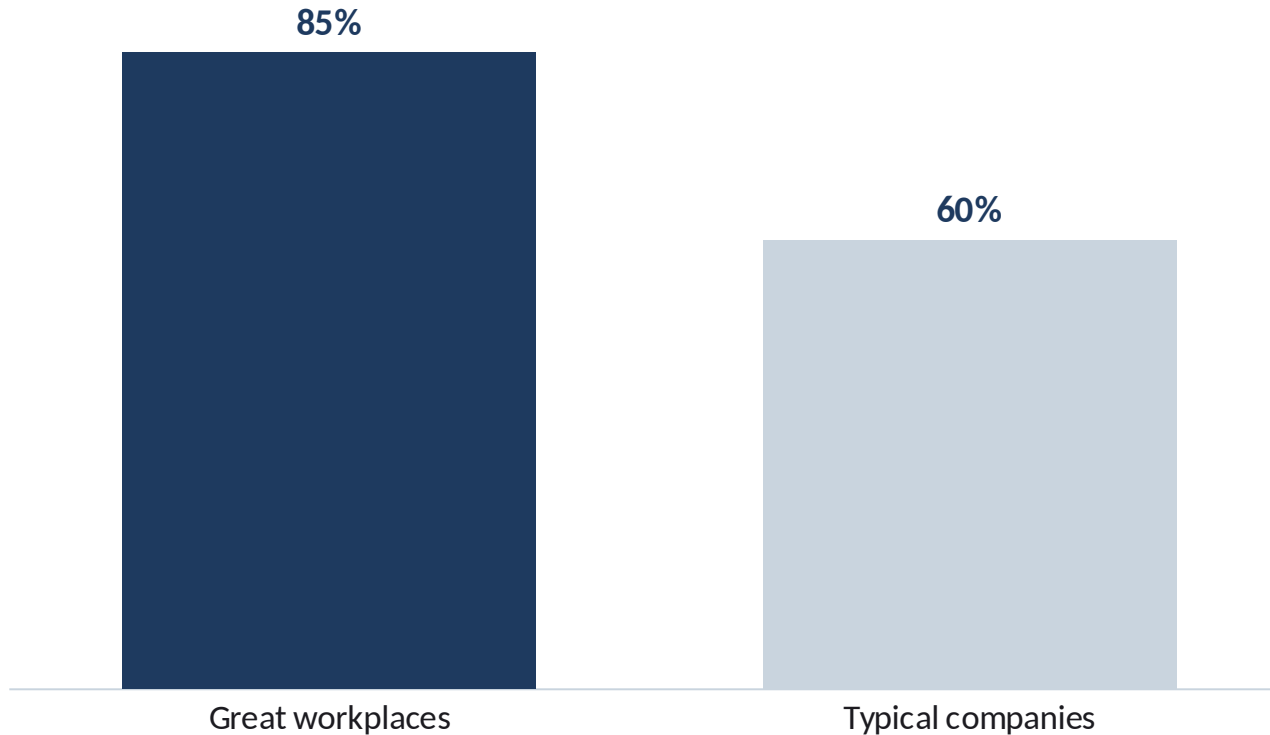
The work-life decision

- Lower burnout
- Higher trust in leadership
- People who give full effort because they feel safe, respected, and proud
- A better daily life for employees and their families

■ *Investing in culture is never a trade-off between the business case and the human one.*

Great workplaces earn more discretionary effort

Employees who give extra effort



81%

of employees at high-trust workplaces quickly adapt to change

Trust unlocks agility, innovation, and extra effort. Discretionary effort cannot be mandated; it is offered when people believe their leaders are honest, competent, and have their interests at heart.

Source: Great Place to Work Institute

Kevin Kennemer: 30+ years of executive HR leadership

Kevin champions workplace cultures where trust drives performance, engagement, and long-term success.

- B.S., Business Management, Oral Roberts University
- Master's, Organizational Management, University of Phoenix
- Published in newspapers, SHRM publications, and leading HR blogs
- Speaker to professional organizations, including the FBI

■ Chief HR Officer | SemGroup

Startup team; led people strategy as the company reached #5 on Forbes' largest private companies list

■ Founder | The People Group

Built and led an independent HR consulting practice for more than a decade

■ SVP of Human Resources | Gateway First Bank

HR for one of Oklahoma's largest financial institutions, 80+ locations

■ Founder & Principal Consultant | LifeatWork

Partners with leadership teams on culture, compensation, benefits, and communication

SPEAKING & EXPERIENCE

Quality of life at work shows up on the P&L

POPULAR SPEAKING TOPICS

01 The Culture Dividend: how trust drives financial performance

02 Quality of life at work and why it shows up on the P&L

03 Leading with dignity: trust, respect, and fairness

04 Employee well-being as a business strategy

05 Calling at work: finding purpose right where you are

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FREE REPORT

The Culture Dividend

How high-trust workplaces turn people strategy into measurable financial performance, with a leadership self-assessment and a 90-day roadmap.

Free for The Living Blog subscribers



Insights on culture, trust, and leadership by Kevin Kennemer

- Poison Pill at Work
- Calling at Work
- Laughter at Work
- Trust at Work



LET'S GET STARTED

Make culture your competitive advantage

Skip the forms and gatekeepers. Call or text Kevin Kennemer directly to start the conversation.

CALL OR TEXT

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