



## Intrinsic Benefits of Affinity

As a leader of your organization, the many benefits of creating this conscious culture reflect well on you, reduce your stress, and inevitably improve your career outcomes. If you just reflect back on the six achievements from the Queen's School of Business study, you can see that:

- 1 Improved share price** signals that your leadership is moving the company in the right direction. Unlike the Agency-Based model (which puts shareholders first), by threading Affinity through your organization you are creating a Company-Centered model, one that has as its core tenet the health of the organization and long term returns for shareholders.
- 2 Increased team member retention** signals that your leadership is moving the company in the right direction. Unlike the Agency-Based model (which puts shareholders first), by threading Affinity through your organization you are creating a Company-Centered model, one that has as its core tenet the health of the organization and long term returns for shareholders.
- 3 Receiving unsolicited applications** can indicate many things, but it often reflects the work culture you have created. In this high mobility era when embarking on your own enterprise is a very real option, you are not just competing for talent with other employers, you are also competing with personal self-realization. To create an environment that attracts talent, you have to weave Affinity through every layer of your organization.

**4 Absenteeism** reflects many things, and lowered absenteeism will reflect your commitment to the Affinity Principle. The elements of engagement are central to the Affinity Principle where team members have a clear understanding of what's expected of them and have access to the tools and support to get their best work done. Gallup has shown that teams in the top 20% in engagement realize a 41% reduction in absenteeism, and 59% reduction in turnover.

**5 Improved productivity** is hard to measure or benchmark, but here's a simple statistic from the Society for Human Resource Management:\*\* 58% of employees agree that poor management impedes their productivity. Just the very fact that you're assimilating the contents of this book suggests that you do want to facilitate productivity.

**6 The Affinity Formula** expounds the direct relationship between the team experience and the customer experience. However, this is a unilateral relationship. In a study by Hoseong Jeong and Beomjoon Choi\*\* on the Relationship Between Employee Satisfaction (ES) and Customer Satisfaction (CS), the researchers demonstrated a very direct positive relationship between Employee Satisfaction and Customer Satisfaction (but little positive relationship between CS and ES). If your team's having a good day, chances are your customers are going to reap the benefits of that positive experience, and much of that will ultimately be a reflection of your leadership.

