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Death Valley, California

Building Better Business

“Why doesn’t anyone want to work anymore?”

This is a phrase that we have been hearing a lot lately. While millions of Americans have been leaving their jobs recently - aptly named “The Great Resignation” - it is not due to lack of motivation, but rather a result of neglect. Many companies have taken precautions to prevent the spread of COVID-19 but have failed to address pre-pandemic practices that seek to take advantage of their workforce. As a result, employers are struggling to fill roles in their companies despite there being a record 9.2 million job openings this year.

Employee burnout has been a major issue, due in part to the stress of the pandemic but also comes from employees expecting more from their employers, and not just when it comes to money. Employees are expecting to be cared for and respected in a work culture that focuses on more than the numbers. Employees are looking for companies that are in business for a purpose greater than generating revenue, that will pay every employee a livable wage and that will commit to supporting a work/life balance. As it stands now, a full-time minimum wage worker can afford a one-bedroom rental in only 7% of all U.S. counties. Many employees are overworked and undervalued, while company profits and the wealth gap continue to grow. The workforce is beginning to recognize this and are seeking better treatment from their employers.



If companies are looking for ways to improve overall job satisfaction and retention rates of their employees, examining the B Corp model may be a good place to start. According to the [B Corp website](#), certified B Corporations are “businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.” Some well-known B Corps include Ben & Jerry’s, Patagonia, Bombas, and Danone North America. B Corps serve as an example for what other companies may want to focus on in order to attract and retain great talent. Companies that are B Corp certified have committed to making positive environmental and social impacts while also providing sufficient wages and benefits to their workers.

While these commitments may seem obvious, many companies continue to prioritize profit over people. In order to ensure a satisfied workforce, we must stress the importance of providing fair wages and resources to every employee. We must hold companies accountable for their business practices, and influence them to create a more equitable work environment for everyone involved.

We must also create cultural training that connects every employee to the purpose and values of the organization. This training must inspire them to not only “show up” but to also give that extra discretionary effort we all make a choice to give or not give every day. So, when they are asked “why do you work here” their answer will go beyond “for the money”.

If you are in an organization seeking to attract and retain talent, ask yourself the following questions:

- What is your organization doing to articulate and live by its purpose and values?
- What kind of education and training has your organization created to engage your employees in seeing the connection between their personal values and what the organization is up to?
- What is your organization doing to capture your employees’ hearts and show them you care?
- What is your organization doing to create a supportive culture?

If the answer to any of the above is “not enough” then ask yourself “how can I use my voice to influence positive change?” Because your ideas could make a significant impact.

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