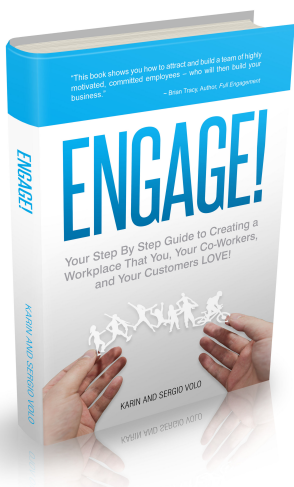




*Karin Volo, an expert in engagement, career, personal and organizational development, is known as the Evolution Expert. With over 15 years experience working with executive search, leadership mentoring as well as professional inspirational speaking. Karin is the co-author of ENGAGE! and co-founder of Evoloshen—helping companies reach their full potential through employee engagement. You can find out more about Karin and how to create an Amazing Company at [www.Evoloshen.com](http://www.Evoloshen.com).*



These model companies are showing us the way to a new business mindset, a new way of creating a company culture where people can thrive. Which means the business will also thrive.

There are several conditions that need to be in place to have true engagement. This is how we developed our 5 Cultural Keys—or the 5 C's as we like to refer to them. Because it's not just about the culture, or the customer service, or the recognition, or the purpose, or the level of happiness and well being. Focusing on any of these is a great start to getting your employees engaged. But when there is a combination of these five keys, that's where the magic really starts to happen.

The 5 C's that we outline in our book Engage! are: **Collaboration, Creativity, Connection, Celebration, and Contribution**. All companies will have elements of some of these already existing and some of the best companies do have a higher percentage already working in the organization.

**Collaboration** is more than just team work. It's taking it to the next level. It's going beyond the "US and THEM" thinking and bringing in a "WE" mentality. There is a genuine caring that extends beyond the co-workers to the customers and to humanity and our planet as a whole.

**Creativity** is encouraging the innovation to emerge from within. Employees often have the best ideas but are not always heard in most companies. But in the Most Amazing Companies, they empower their employees to be creative, to take risks, and look at mistakes as learning opportunities.

**Connection** is rising to the top largely because technology is changing the way we communicate. The employees feel a strong connection to their company when they share the same values and buy into the same purpose. Customers are now much more empowered through transparency and the ability to make more informed decisions and they are looking for companies that have a

message and purpose in alignment with their beliefs. Everyone wants to feel that connection and that is achieved with open communication about values and purpose.

**Celebration** is something that most people seem to be lacking in their lives. Everyone could use more fun and recognition. Who doesn't want to be acknowledged for a job well done or appreciated for who they are? We've unfortunately become a society that is too busy to stop and enjoy our accomplishments, whether they are small or large. It's important to look at what is going well, to appreciate and celebrate that.

**Contribution** is the final key and this is what gives employees the motivation and fulfillment that what they are doing matters. It makes a difference. This is a basic human need that companies have the greatest opportunity to fulfill when it is done well. Giving back and doing good things in the world IS good for business. Building businesses with a higher purpose will attract the right people who will help to grow the business.

Businesses have the greatest opportunity to make a difference, not only for their employees and customers, but for their employees' families, our communities, and society. The combination of these cultural keys is our roadmap to a new way of doing business.

It's time to evolve and see the global changes coming as a huge opportunity to make the world a better place for all.

