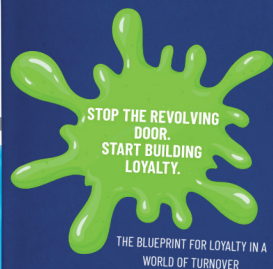


CREATING STICKINESS



KATE BERTRAM

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CREATING STICKINESS NEWSLETTER

AUGUST 2025



Quick Insights: Monthly Business News

Australian Best Places to Work achieve average 85% engagement

Published -July 17, 2025, *The Australian*
Organizations recognized by WorkL Australia score 85% engagement on six core drivers (reward, pride, information sharing, empowerment, wellbeing, job satisfaction). These high-engagement employers outperform national and global benchmarks, showing that consistent daily practices—not one-off events—drive results. Small and medium businesses also delivered standout outcomes.

Flash Stats

According to *Gallup's Q12® meta-analysis (2024)*, improving the alignment between employees' day-to-day roles and the broader mission or purpose of their organization can reduce turnover **by about 32%**.

A study by *BetterUp Labs* found that employees reporting low levels of human connection at work—often tied to feeling disconnected from the mission or purpose—are **39% more likely to quit, and show a 313% stronger intention to leave their organization**



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In Focus: Why Engagement Means Everything

Engagement isn't about whether someone smiles at work. It's about whether they care. It's the emotional fuel behind extraordinary effort—that inner spark that says, "I believe in this place. I want to help it succeed." Team member engagement refers to the extent to which team members feel passionate about their jobs, are committed to their organization, and are willing to invest discretionary effort in their work. It encompasses emotional, cognitive, and behavioral components, reflecting how team members feel, think, and act in the workplace.

Engaged team members:

- Put in discretionary effort (not because they have to, but because they want to).
- Think like owners.
- Stay longer.
- Delight customers.
- Bring new ideas to the table.



Business in a Snap: How do I start creating stickiness in my organization?

Stickiness isn't fluff. It's about performance, retention, engagement, growth, and reputation. In other words, it's everything executives already care about. They may not be aware of it yet. However, here's the catch: they won't see. Here's the steps to engage top execs. (1) Tell Them What This Book Is Really About; (2) Get Them to Read the Book (Yes, Really); (3) Set a Review Deadline (Or It Won't Happen).



Rapid Recap

Culture isn't built by accident. And it's certainly not built by slogans. It's shaped by structure, leadership, how we respond when things go wrong, and the rhythms of daily work. You're building your culture every day—whether you mean to or not. So the question isn't, "Do we have a culture?" It's: "Is it the one we want?" In sticky organizations, culture is intentional. It's authentic. And it works—because it's made up of all the things we've talked about in this book. And when you get it right? People stay. People grow. People care. And performance follows.

A Sticky Testimonial

Jill, one of our advanced reader copy recipients, leads a team of over 200 accountants in Scottsdale, AZ. Jill shared that, after reading the book, she began to cultivate a plan to engage her leadership team on assessing the organization's ability to apply stickiness. Jill reports that as of this publication, her C-suite is reading the book, and they have a plan for reviewing strategy in late September. Kudos Jill!

