

[CASE STUDY]

The Benefits of Building a Great Company Culture

No matter where you turn, everyone in today's business environment is talking about workplace culture. Why? Because research overwhelmingly shows that companies that invest in building a great culture yield tangible business benefits.

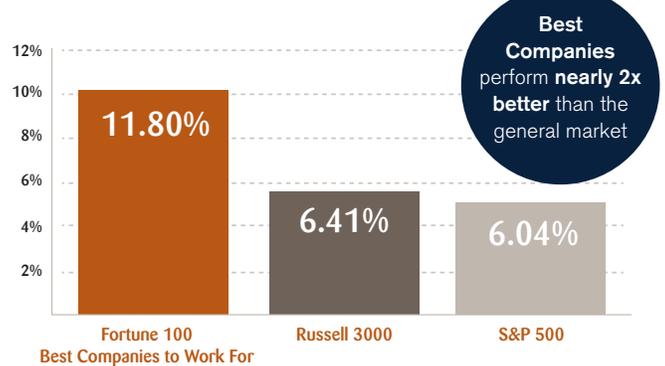
In fact, research firms that designate top workplace awards say that top companies enjoy higher financial performance than industry peers, significantly lower turnover, high productivity, and better quality job applicants. In turn, many top companies attribute their success to their focus on building a distinct corporate culture. Here are just a few staggering statistics:

- Effective culture can account for 20-30% of the differential in corporate performance when compared with "culturally unremarkable" competitors
- When considering annualized stock market returns, top companies perform nearly two times better than the general market
- Top workplaces experience as much as 65% less turnover
- There is a correlation between employees who say their organization has a "clearly articulated and lived culture" and those that say they are "happy at work" and "feel valued by their company"

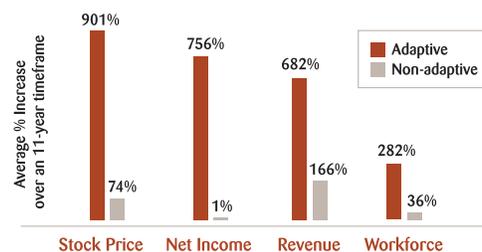
Based on these findings, About Talent understands why workplace culture is important to you. After all, our job is to manage your workforce and ensure that the talent acquisition process aligns with and champions your company culture. About Talent knows how to help you build a great place to work *because we've done it ourselves*. The following provides a case study of how Roth Companies, our parent organization, developed a unique culture, recognized as the best in our industry, and how it has become a catalyst for our own success.

Sources: *Corporate Culture and Performance* by J.P. Kotter & J.L. Heskett; *Great Places to Work® Institute*; and *Deloitte's "Culture in the Workplace" report*.

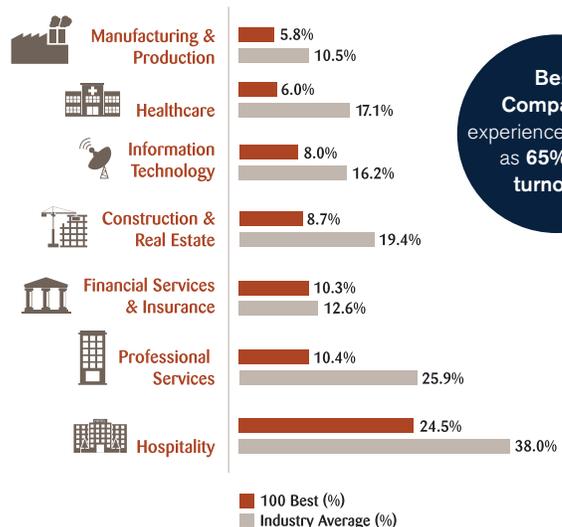
Comparative Annualized Stock Market Returns (1997-2013)



Culture Impact on Long-Term Economic Performance



100 Best Companies Voluntary Turnover by Industry



Best Companies experience as much as 65% less turnover.

Our Story

About Talent is a business line of Roth Companies. Our organization's award-winning culture didn't emerge overnight—it has been a 20 year journey of commitment, focus and abundant communication.

Roth Companies opened its doors August 15th, 1994 with one office in Newport Beach, CA. With thousands of workforce solutions companies in the market, Ben Roth, our Founder & CEO, knew we needed to offer something different and better. Our focus became being the very best at what we do. We empowered our coworkers to use their strengths to do good things for others and to always do the right thing. Although we didn't intend to be the biggest, being the best resulted in demand from more clients and we grew fast. After our first five years, we were ranked by *Inc.* magazine as the fastest growing privately held company in America; we remain the only workforce solutions company to ever receive the #1 spot. We also won numerous quality awards based on our alignment with the Malcolm Baldrige criteria.

During this unprecedented success, Roth Companies explored the concepts in the book *Good to Great* by Jim Collins. We surveyed our coworkers and created our Mission, Vision, Values, Purpose and Promise (shown to the right). Through abundant communication of our MVVPP, our coworkers came together under these common philosophies.

It is truly remarkable to see what Roth Companies has achieved since solidifying our corporate Culture. Today, we are one of the largest privately held firms in the U.S. in terms of revenue, recognized as a top workplace and have received numerous client satisfaction awards. According to industry research firms, companies that receive these awards:

- **Outperform** other workforce solutions companies
- Receive **seven times** more candidates
- Focus on understanding the **culture** of their clients
- Average an internal turnover about **10% lower** than the industry average
- Place more importance on the **quality** of their clients' candidate pools
- Have a positive **attitude and drive** according to clients
- Takes **care** of its workers, which bodes well for business

For our business clients, this means you can take comfort in knowing you are partnering with a company that understands the importance of culture in the workplace—a company that will strengthen your culture and deliver quantifiable results along the way.

Next Steps

The benefits of creating a winning company Culture are more important than ever. As your company creates your own cultural history, About Talent offers proprietary tools that allow you to assess employee engagement and turnover propensity. Contact About Talent to learn more about how our array of workforce management solutions can build and improve your company Culture.



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About Talent

About Talent is a workforce solutions company that specializes in planning, identifying, acquiring and managing talent. Above all, we find talent that will enliven our client's distinct culture. Our core competencies include:

- Recruitment Process Outsourcing (RPO)
- Managed Service Provider (MSP)
- Vendor Management System (VMS)
- Statement of Work (SOW) Management
- 1099 Compliance Management
- Payrolling Services

MISSION

We are the preeminent workforce solutions company, recognized as a creative industry leader, equally fulfilling the diverse needs of the businesses and people we serve.

VISION

Committed to being the ultimate in all things about talent... and nothing less.

VALUES

- Honesty, ethics and integrity guide our behavior and decisions.
- Respect the dignity and worth of every individual and act accordingly.
- Our commitment to quality is uncompromising. We recognize that it is not our own, but our customers' perceptions of quality that are most important.
- "If it's ethical and enhances customer satisfaction, do it."

PURPOSE

To make life better for the people we serve.®

PROMISE

We love to create remarkable experiences... every person, every time.®

Just a few of the recognitions we have received ...



Only staffing firm ever ranked #1 on *Inc. 500*



Achievers 50 Most Engaged Workplaces™



"Best Place to Work" by Best in Biz Awards