

# Bridge the Gap

Do you know why your company culture continues to worsen despite all efforts to improve it?

Gallup's *State of the Global Workplace 2023* reports employees in the United States experienced the highest stress levels globally, and it's the only region to see a decrease in engaged employees in 2022. That's three consecutive years of employee engagement downtrend.

Consider Transformational leadership as your guide to leading through rapid change. It's a people-focused leadership style that seeks to elevate the capacity of others. Studies suggest this style possesses distinct behaviors that mitigate resistance and lays the foundation for a culture steeped in trust, transparency, and mutual respect.

Leaders at the senior level can reconnect with employees and create a workplace culture that fosters greatness by taking the following action:

**Strengthen** your ability to generate trust, admiration, and emulation of individuals:

- Show sincere interest in employees' well-being
- Align your words and behaviors with your values to demonstrate transparency and ethical decision-making
- Be approachable and accessible

**Articulate** an appealing organizational vision that inspires individuals to exceed:

- Develop short and long-term visions that communicate a sense of purpose and direction that resonates at all levels
- Involve employees in shaping the vision, seeking input, and incorporating ideas

**Encourage** individuals to challenge existing assumptions and face problems with more innovative and creative work:

- Foster a collaborative environment that brings together diverse backgrounds, experiences, and perspectives
- Promote a mindset that views failure as an opportunity for learning and growth
- Demonstrate your willingness to challenge assumptions, take risks, and think creatively

**Recognize** each employee as exceptional and extend individual personal attention:

- Understand individual needs and aspirations, acknowledge concerns, and provide constructive feedback
- Identify learning needs and provide tailored learning opportunities
- Consider needs such as flexible working hours, remote work options, or time-off arrangements.

Adopt the transformational leadership style today and unlock the untapped potential within your team. With your guidance, watch your organization thrive, innovation soar and a culture of excellence become the new norm. The time for transformational leadership is now. **Are you ready to lead the way?**