

What is
the link
between
culture &
profit?



Return on Values Project

Let's find out.

The **Return on Values Project (ROV)** is a multi-year, \$1.2 million research initiative to explore the link between culture and profit in small and mid-size businesses.

Does a positive, people focused culture just make for a nicer place to work, or can we see the difference in your bottom line? We want to know, and we're exploring the question through:

- **Qualitative deep dive case studies** of 15-30 “exemplar” companies: highly profitable, industry-leading companies that are known for their strong, people-focused cultures. The case studies offer inspiring best practice examples, which are shared through our publications and video series.
- **A quantitative longitudinal survey**, sent to more than 25,000 CEOs, that when complete will offer never-before available comparison data on the influence of culture on important metrics for privately-held businesses, including profit, employee engagement, and customer loyalty. Once validated, this will be a powerful resource for companies worldwide.

Let's transform the world of business, together.

The Return on Values project helps provide the evidence-based business case for creating people-centered companies, because it is a clear, documented pathway to profit.

We'll share our results through videos, discussion guides, business school and executive education curriculum, books, journal articles, and more. **But to get there, we need your help.** There are two things you can do today:

1. Introduce others to the Return on Values Project and our website, www.returnonvaluesproject.com.
2. Support the ROV or connect us to other companies who can help fund this significant research. **Ask us for more information on how sponsorship of the research can help you reach your business goals.**

Research Updates &
Free Resources:

www.returnonvaluesproject.com

*The ROV Project is a
collaboration between:*



www.smallgiants.org



www.cvdl.org