The Research Behind
COURAGEOUS CULTURES

Our research collaboration with the University of Northern Colorado's Social Research Lab shows that employees have good ideas, they want to be heard and leadership wants to hear them. However, all too often, employees and leaders feel that no one cares about cultivating a communicative culture of *solution-focused problem solvers*.
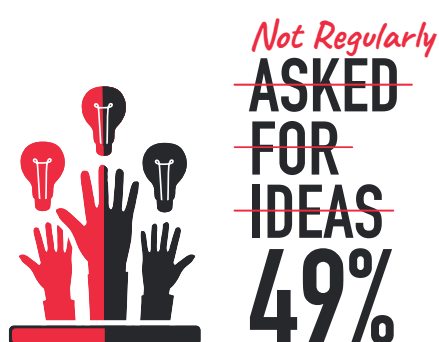
Our Research Shows
Employees Feel Ignored

Smart, creative people, even at the executive level, make deliberate decisions to stop bringing new ideas because they feel it is a waste of time.

56% Withhold Ideas Out of Concern

THEY WON'T GET CREDIT

MINE!

Not Regularly ~~ASKED FOR IDEAS~~ **49%**

35% of respondents say they were not asked for ideas when they first trained for the role!

Employees Don't Share
Because No One Asks

An open door policy or sophisticated suggestion system is not enough for most employees to feel that they've been genuinely invited to contribute.

They Don't Lack Ideas
They Lack Confidence

Be deliberate in understanding what's crushing people's courage and work to eliminate the real and imagined barriers preventing contribution.

40% DON'T FEEL CONFIDENT Sharing Ideas

30% 50%

My Ideas Won't Be TAKEN SERIOUSLY

50%

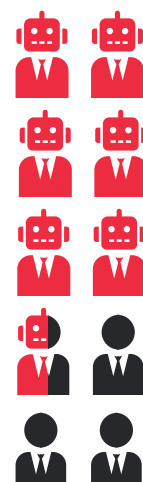### There's No Feedback, So...
They Assume The Worst

You may be asking for ideas and even doing something with them, but if there's no feedback loop, employees will assume nothing is happening.

Employees Think
Leaders Don't Want New Ideas

In many cases, their boss agreed their concepts would work and were doable, but then they were told to go back and do things "the old way."

"BECAUSE WE HAVE ALWAYS DONE IT THIS WAY"

67%

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COURAGEOUS CULTURES
Karin Hurt & David Dye

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