

FOR IMMEDIATE RELEASE

WORKPLACE PERFORMANCE ISSUES AFFECT THE BOTTOM LINE

Business Advisor, Lori Dernavich Offers Insight & Solutions for Culture Clash & Common Workplace Issues - Helping Businesses Profit

New York, NY (June X, 2009) — In today's mercurial business environment, as companies merge or restructure, conflicts and employee issues can greatly affect a business's bottom line. Trusted business advisor, **Lori Dernavich** of Lori Dernavich LLC, works with C-level executives, HR directors and boards to provide essential workplace performance solutions, resulting in accountability, improved communications and increased profitability.

"The workplace is filled with employee performance issues. Most are minor distractions, but some, if left unchecked, can escalate into full-blown conflicts. These situations sap corporate resources and profoundly affect culture, morale and productivity, negatively impacting the success of the company," said Dernavich.

Many executives are unaware of such simmering issues until they intensify into a crisis, far too complicated to easily resolve. Most conflicts can be avoided by learning the skills to implement strategies for on-going employee performance success, but companies need to have a game plan intact.

Dernavich offers **solutions to common issues** affecting businesses today:

Management Issues:

With rampant reductions in force, managers are faced with new challenges such as handling the morale of those left behind and coping with increased workloads.

Solutions:

This is not the time for managers to bury their heads in numbers or hide in their offices. Ignoring the circumstances only generates more fear and stress. Managers must walk around and talk to their employees. Transparency is key, as is honest communication. Managers may think they are protecting your employees from bad news, but if they are not hearing the truth directly, there will make up their own – never a good outcome. Also, managers should beware of how they are treating all employees, but especially their top performers. How they treat their employees today, will determine how they will entertain calls from competitors and recruiters, tomorrow.

Mergers and Acquisitions Resulting in Culture Clashes:

Due to abundant M&A activity, such as the recent acquisition of Merrill Lynch by Bank of America, and countless others, many employees experience a culture clash and struggle to adapt to the new paradigm, resulting in inertia, resentment or employee turnover.

Solutions:

The CEO and C-suite should be the role models in leading the implementation of the new corporate culture. Change has to be believable and come from the top. Constant communication and transparency is essential. Companies should have regular town hall meetings in which the CEO and C-suite bring everyone together, physically or electronically, to discuss what is going on.

In addition, executives should assess employees before wielding the axe, otherwise, overall morale dissolves. At the same time, balance it out; when there is a decision to be made—do it fast. Address concerns first, because they may never make it to the table otherwise—don't assume because someone hasn't brought up an issue that it isn't there.

Underperforming Employees:

Unmet expectations often result in micro-management, acceptance of sub-par performance or termination—none of which identify and combat the root cause.

Solutions:

95% of employee issues can be resolved through improved communication and accountability. Typically, someone is not communicating effectively or is not recognizing their culpability in a situation. How the manager handles it is crucial. They should determine what the employee is great at and where their strengths lay, then delegate. Managers should communicate their work style and identify the work style of their staff—this will set expectations.

Many employees who underperform are disengaged because they are fearful they will lose their job, or they don't feel they have any ownership of their work. Managers can help employees become engaged by allowing them make their own decisions. Praise them when they do well, help them when they can be doing better. Ask questions and listen to them.

About Lori Dernavich, LLC

A highly sought after and trusted business advisor, Lori Dernavich helps businesses and their employees become more successful by equipping them with the skills needed to improve communication and accountability. Her unique expertise and objective voice make companies more profitable by delivering customized solutions and the tools to implement strategies for ongoing employee performance success. Lori Dernavich, LLC was founded in 2002.

Contact:

Kristen Kurtz/Kellen Communications

KKurtz@kellencompany.com

212.297.2135

Stephanie Fraiman/ Kellen Communications

Sfraiman@kellencompany.com

212.297.2129

###