



## What really matters!

### The employee as success factor

Successful people often say that the employees are the decisive factor. But what about these is crucial for success?

### Wrong recognition of performance

Performance and fairness are central, positive values in our modern society, so we think that success depends on performance in the sense of hard work and high productivity.

Why do we think everyone has to work 40 hours or more to be a good employee? Why do we like to pay good managers ten times the salary of a normal employee, but do not allow them to work only half with five times the salary? Because a manager job always requires a 50-hour job, regardless of the quality of the manager and the size of the company?

### The contribution counts

In a post-industrial world, what matters is not performance, but what the employee contributes. If he brings a different point of view or good ideas, if he ensures a good working atmosphere or the company has a good reputation, then he makes a valuable contribution and is therefore jointly responsible for the success of the company.

Successful entrepreneurs manage to involve all those who make a valuable contribution to the company - employees, consultants, customers, suppliers, financing banks, etc. - and to attract them to the company in such a way that they feel valued. This creates a single large organism from the many who contribute, in which everyone pulls together.

In successful companies, the glue that holds everything together is the common understanding that you contribute as part of a larger whole and that this contribution is valued. At the end of the day, it is this social component that makes the difference and makes a company successful

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