

Baltimore  
smart

# CEO

October 2009

Leadership  
Family Business  
Finance  
Technology  
Law  
Sales & Marketing  
Talent  
Management  
Culture

## culture q&a

Why is having a positive culture important?



**“When your employees are performing at their highest level, when your teams are firing on all cylinders, when they enjoy coming to work because they enjoy the challenges as well as the perks, you have a formula for reducing turnover and for building a following that brings passion, commitment and the extra effort that rises you above the competition. Can you find that asset on a balance sheet? No.**

**But I see it as valuable, if not more so, than any company asset.”**

**MATT DOUD, president, Planit Agency**