

**Would you invest in your own company?**  
**By Dr. B Rose Kavitha**

The CEO of one company was determined that his employees understand the issues surrounding the company's recent poor results and become fully engaged to help turn the company around. Here's how he accomplished this.

The company held four brown bag lunch meetings over four weeks where employees could attend for free for one hour and hear from an outside professional about how to invest in the share market. Importantly, there was no obvious link between the meeting topic and the organization the employees worked for. At week three, they were analyzing annual reports and generally deciding whether they would invest in a particular company based on the information contained in the report. By the fourth week they were given another annual report and asked the same question, "would you invest in this company?" The answer was overwhelmingly no. And of course this last company was the one they all worked for, which brought them to the "Aha!" moment. Now the organization's employees understood and were engaged and ready to become involved in turning the company around through teamwork and new initiatives.