

# Creating a Winning Culture

BY DIANA RIVENBURGH

**D**oes corporate culture have an impact on the success of an organization? Manhasset-based CMP Media would say so. Gerry and Lilo Leeds founded CMP Media in 1971. The Leeds, who fled Nazi Germany in 1939, were dedicated to creating an organization that was a great place to work as well as a generous member of the community. Alix Raine, senior vice president of communications, says, "This culture is still visible today. The company is committed to creating an environment which attracts and retains highly qualified individuals, and values employees for their contributions to the company's success."

Leah Landro, executive vice president of human resources, says, "Behavior is critically important at CMP." The company has an intensive selection process to ensure fit with the company's values. They actively seek to promote from within and to increase diversity. CMP's Respect in the Workplace program has a Corporate Diversity Taskforce chaired by the CEO.

Training programs, leadership development, compensation, and performance management programs are designed to encourage and reward both behaviors and results. Reward and recognition programs, linked to the business strategy, have generated positive feedback and strengthened morale and loyalty. The organization also maintains a flexible workplace where schedules can be altered where this makes sense for the position. About 10% of its employees work remotely.

CMP Media has been at the leading edge in offering employee benefits. It opened the first workplace child care center on Long Island. It was also the first on the Island, and the second or third in the United States, to



**CMP Media was the first company on Long Island to open a workplace child care center.**

offer same sex benefits. Benefit programs now include domestic partners as well. The company has been awarded a 100% rating for two years in a row on the Human Rights Campaign Foundation's Corporate Equality Index.

CMP promotes effective communication through formats such as town hall meetings, as well as smaller meetings, such as the "power hour," a one-hour program run by employees to encourage knowledge sharing and networking.

The company's strong community involvement is diverse and generous. CMP offers a matching funds program and allows employees to take one day per month to volunteer for charitable causes with approval from their manager. Each site also has its

own pet projects. In Manhasset, CMP teams with Mercy First to provide business mentoring to teenaged boys through job shadowing, game nights, etc. Raine believes this makes a difference in their lives.

The company's value statement is "we explore, we exceed, you excel." CMP Media certainly strives to live these values through its management practices and employee programs.



*Diana Rivenburgh is president of Talent Strategies & Solutions, Inc., a management consulting firm that specializes in enhancing organization effectiveness. Contact her at [dripenburgh@talentpotential.com](mailto:dripenburgh@talentpotential.com) to share experiences or for further information.*