

The Real Cost of *Drift*



Drift rarely announces *Itself.*

It's not loud. It's not dramatic. It doesn't storm in with a crisis or collapse. Instead, it shows up in the slow fade.

- X* In the meeting that no longer sparks ideas.
- X* The colleague who stops speaking up.
- X* The manager who stops chasing.
- X* The project that coasts instead of climbs.

Drift looks like low energy. Like decisions dragging. Like repeated conversations that go nowhere.

And when you're running a business, it's easy to miss the signs - until the financials start telling you what culture didn't.



The cost of drift isn't just emotional. It's commercial.

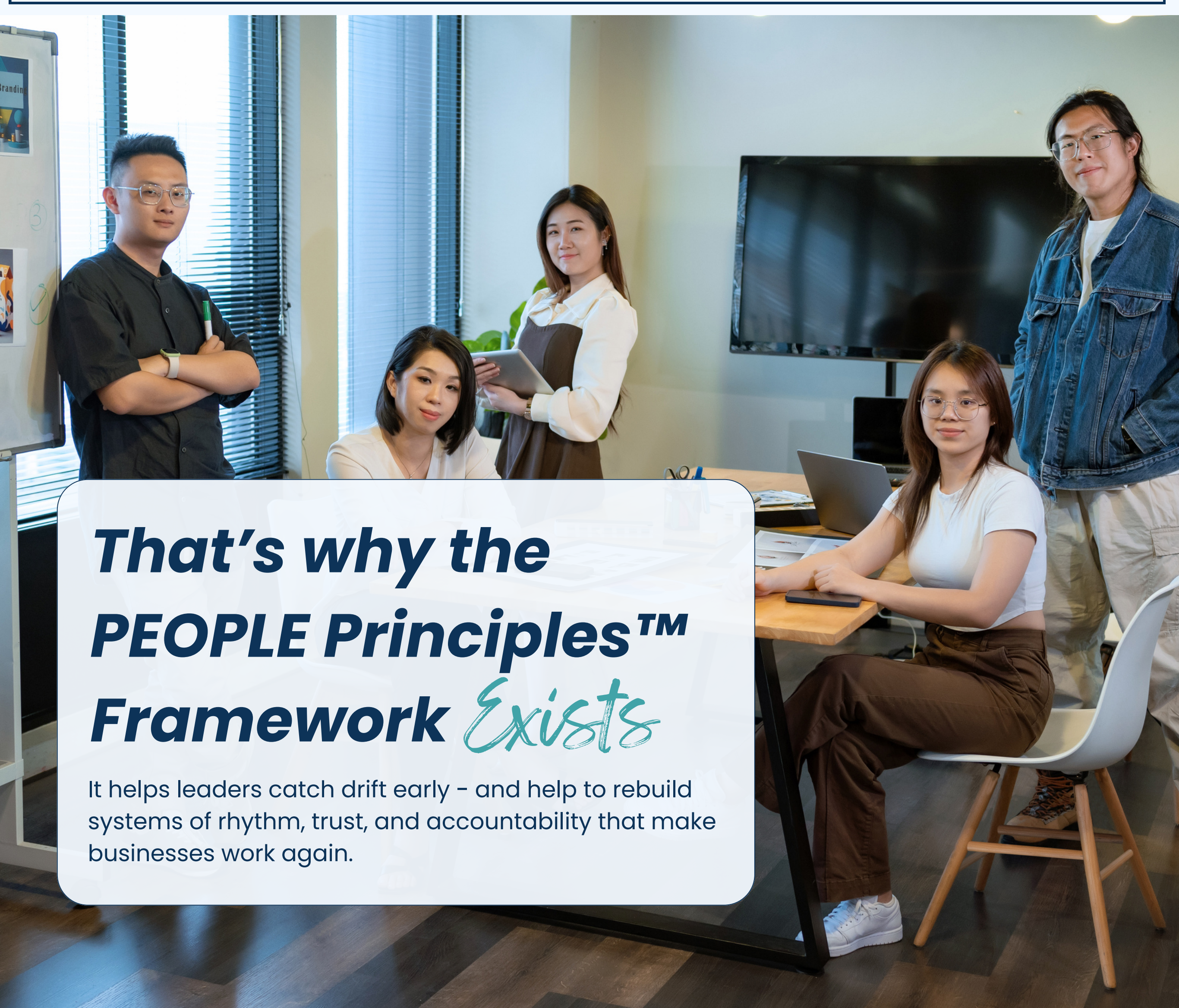
- X* Productivity quietly drops.
- X* Sickness rates creep up.
- X* Customer experience slides.
- X* Staff turnover rises - starting with the good ones.
- X* Recruitment and onboarding drain time and cash.
- X* Trust thins out. Culture fragments. And performance *Plateaus.*



Here's the truth: culture drift becomes profit erosion if left *Unchecked.*

But it's not about blaming your people. This isn't about effort. It's about systems.

In hybrid environments especially, the old defaults no longer work.



That's why the PEOPLE Principles™ Framework *Exists*

It helps leaders catch drift early - and help to rebuild systems of rhythm, trust, and accountability that make businesses work again.

Ready to find out what's making work harder than it should be?

The PEOPLE Principles® **Diagnostic** takes you beneath the symptoms to see what's actually happening across your business, and what needs attention first.

[START WITH THE DIAGNOSTIC →](#)

