

## Summary

Employees are key, strategic investments in any company. Finding the right person is only one-half the battle. Keeping them is the other. These practical tips on employee retention have proven useful in lowering turnover and growing employee return on investment.



## ACTIVTips

Summary information or practical advice for business leaders, ACTIVTips represents best practices for businesses seeking new opportunity, predictable growth, and leadership excellence. Integrating ACTIVTips into your business can help you consistently **“Lead Like Never Before.”**



the **afterburner** group

## Management - Retaining Employees

As the economy continues to grow, employees have more options than ever. As employers grow, their demand for employees has risen to new levels. The confluence of these two events has created an environment where it is imperative for businesses to pay attention to keeping and growing existing key employees. To do otherwise jeopardizes the future competitiveness and success of the business.

Here are some ideas on how to retain key employees and motivate their loyalty to your business:

**Fair Compensation:** Whether we like it or not, wages are going up. As labor becomes scarce, employers are willing to pay more for an employee. People who have been a part of our organization don't benefit from this wage growth. To do so, employees often feel as if they have to leave their current place of employment. Honor your long-time employees service and tenure with raises, bonuses, and other rewards which demonstrate your respect and desire to have them remain part of your team.

**Provide Growth Opportunities:** People want to know that there is a 'future' with your company. Proactively share with your employees career paths, what their individual next steps might look like and how to obtain the new level of opportunity. Also, provide new individual tasks or levels of responsibility to current employees as a reward for a job well done and as a stepping stone to a new job within your company.

**Ongoing Training:** Find opportunities for your employees to gain additional professional training. Help them use this as a tool to grow their capabilities within their existing role and as preparation for new responsibilities.

**Grow Trust:** People demonstrate loyalty to those they trust. It is that simple. Treat your employees as partners in the business instead of fungible (replaceable) components. Keep them engaged in the business by trusting them with more responsibility and information.

**Encourage Input/Communication:** Don't let your employees hear from you once a month or once a quarter or only when there is an issue. Create processes or mechanisms for ongoing feedback in both directions. Keep the lines of communication open and honest, working together to help the employee be successful in your organization.

**Get to Know Them:** Consider implementing formalized 1-on-1 sessions with a cross section of your employee base. Get to know them, their needs, the issues they are facing, issues within the company or organization, and solicit their input on how to solve particular problems. Use their suggestions, where appropriate, and reward for the benefits.

**Commit to Excellence:** People want to know that they are part of something larger than they are. Anyone can get a job...few can be part of something greater. Ensure your employees understand that they are part of an organization which expects and rewards excellence in everything..

**Personal Recognition:** There is tremendous power in the simple phrase, "Thank you." Do it often as a reminder to the employees that you value their contribution to the company and who they are.

**Remain Flexible:** Realize that not all employees share the same level of dedication to the company as, perhaps, you do. Allow them to attain their own sense of balance between work and personal life. Allow them the flexibility to attend to family issues as they arise.

**Win Them Over:** Managing comes from the head. Leading comes from the heart. Lead your employees to understand the big picture, your expectations, their contribution, your dedication to them, and desire to see them be successful. Let them see your heart.

**Allow Creativity:** Provide a challenging, creative workplace; new responsibilities and the ability for the employee to exercise creativity in the execution of their responsibilities. Let the employee feel empowered to make appropriate decisions with your support.

**Be a Part of the Community:** Let your employees see you giving back to the community you and they are part of. Let them participate in determining what community activities the company will support.

**Honesty and Realism:** Employees see through the fluff and dishonesty. Deal with them in a forthright manner, as peers and valuable members of the company.