

KEEPING YOUR EMPLOYEES

I read an ad in the March issue of Training Magazine that went like this: "You've hired them! You've trained them! NOW how do you keep them?" The answer, according to this manufacturer, was simple: recognize them by giving them promotional jewelry. Oh, if it were only that simple. I do agree however, that it is nice to recognize an employee's efforts with a gift from time-to-time, but it is very important that the gift mean something to the employee personally.

Retention strategies fall under many categories: professional development training, financial assistance for continued education, flexibility, remuneration, bonuses, profit sharing, benefits - but most importantly, if your employees do not understand your company's vision, mission and goals then their motivation for staying is tapering off as I write this. If everyone is not on the same page then no one is being as effective, efficient and productive as they would like to be.

The question to ask is: Are your employees being trained and compensated based on their performance against clearly communicated goals and expectations? If the answer is not an unequivocal YES, then you're not doing all that you can to retain your staff. As spring begins to turn into summer and for many organizations, summer is a quieter season, summertime may be the best time to take inventory. An inventory of your vision, mission and goals; perhaps update them in line with where the company is now and begin a process by which all your employees are brought up to date and understand what leadership, hard work, professionalism and commitment will bring to them as well as to the company.

The result is success and success equals benefits. Benefits equal a stronger commitment, and it is commitment that equals retention.

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